

Benchmark

A PUBLICATION BY TRUCKEE MEADOWS TOMORROW

Winter 2005

2004: TMT Year in Review

2004 was a year of building for TMT, much of which would not have been possible without the incredible commitment of our members and volunteers. You continue to help us realize the dreams we weave in accomplishing our vision to *continually improve our community's quality of life*.

- ✓ TMT hosted the 2004 international **Community Indicators Conference** that brought over 200 people from around the world to northern Nevada. TMT is recognized nationally for our grassroots approach to measuring and improving our quality of life. "Results that Matter," a book by Dr. Paul Epstein to be released soon, cites TMT as just that kind of model organization -- **see page 3 for more information from Dr. Epstein.**
- ✓ **Membership increased** about 10%, to a wide community base of nearly 175 individuals, nonprofits, businesses and other organizations. **In-kind support** expanded to significantly reduce TMT's ongoing operational expenses. We conducted a **professional audit** of both TMT and the most recent *Accentuate the Positive* event to position us for future grant funding.
- ✓ We successfully solicited membership renewals using the *Benchmark*, so we took the next step, accepting memberships and contributions online. It's easy, it's secure, and after your first online use, it'll be even easier for you to engage with TMT. Please visit www.quality-of-life.org for up-to-date information about TMT.
- ✓ TMT shared in national recognition with its founding partner, Washoe Medical Center, receiving the prestigious **NOVA Award** for their initial funding support and commitment to TMT and our community's quality of life.
- ✓ Thanks to the leadership of TMT board members and partners, our **Community Compacts** are definitely improving indicators. First year results from the Community-wide Indicators Compact showed all of TMT's indicators are being used by United Way's partner agencies to measure program outcomes throughout the region. The Voter Turnout Compact with Washoe County's Registrar of Voters and Library, the Nevada Museum of Art and the New Voters Project greatly contributed to the historical voter registration and turnout last November. The WCSD and WEA Parental Involvement Compact completed phase-one training with about 40 schools and the phase-two production and distribution of a Best Practices Compendium. A best practice is also included in each issue of the staff

newsletter to spread successful ideas across the district. Our most recent compact with Charles Schwab bank is aimed at improving the affordable housing indicator. **Learn more about affordable housing issues at the next TMT general membership meeting, March 24th** -- see page 2 for meeting details.

- ✓ Special thanks to Chairperson Estella Gutierrez and her team for their early commitment in planning TMT's next **Accentuate the Positive, October 14th**. **Silver Star Nominations are due May 6th**, so visit the *Accentuate the Positive* page at www.quality-of-life.org, and submit your Silver Star nomination online this year -- **see page 4 for more details on nominating Silver Stars.**
- ✓ If you attended TMT's annual meeting in December, you heard about the **Blue Ribbon Task Force (BRTF)**, an exciting new project to review our 30 quality of life indicators identified over a decade ago -- **see page 3 to find out more information and how to get involved.**

While these are some impressive accomplishments, it's well to remember some of TMT's challenges for 2005. The BRTF will determine the relevance of TMT's 30 indicators to our region today; and will recommend a new set of indicators that will provide measurable outcomes for use in long-range planning by policy makers and businesses, for economic investment, and for decision making related to the environment, health, education and all of the things we value about living in this region.

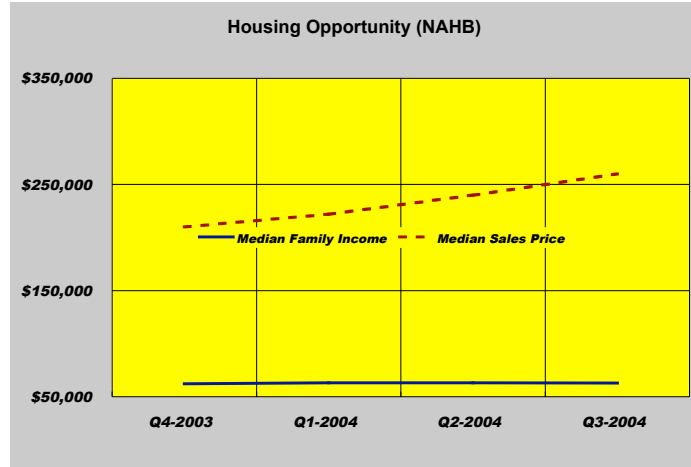
But I've seen your commitment and passion first hand during this past year. As president, it's my privilege and honor to work with all of you to meet these challenges and realize TMT's vision for our community.



Kathy Carter, TMT President

Affordable Housing – Reality or Just a Dream

Affordable housing is not only one of the land use & infrastructure indicators monitored by TMT, but skyrocketing housing prices also have the potential to greatly impact our region as we know it. You told us so in the survey conducted at TMT’s annual meeting in December, and again in our January e-survey released through EDawn, United Way & the Human Services Network. In fact, it’s also one of the top trends identified in the environmental scan currently underway by United Way and Washoe County.



The National Association of Home Builders data above says it all – while median family income remained flat in Washoe County through four quarters ending last fall, the median sales price rose almost 24%. One in four households now spend more than 30% of their income on housing in the US. In our region, we’ve gone from about 70% affordable homes in 2001, to only 41% as of third quarter 2004. The Northern Nevada Regional Multiple Listing Service reported a 36.5% increase in the median home price in Washoe County in 2004.

Developers are now moving farther away from the employment base in order to build affordable homes. As the state with the largest percentage increase in population, do we really need to build transportation infrastructure to move commuters miles and miles from where they live to where they work? Or is there a smarter alternative?

Join Nancy Muniz, Community Development Manger, Charles Schwab Bank at our spring membership meeting (see the box below for details) to learn more about TMT’s new Affordable Housing Compact and the Nevada Individual Development Account (IDA) Collaborative of financial institutions to establish opportunities for low and moderate-income Nevadans to increase their housing assets. David Morton and JoAnn Eilers from the Reno Housing Authority will also be present to discuss the Hillboro Place alternative housing renovation of the blighted Friendship Lane neighborhood in northeast Reno. Paul Curtis will be present to discuss the Kiley Ranch North Master Plan to balance housing and jobs within one community in the northern Sparks sphere of influence.

For more affordable housing indicator data, visit the “indicators” page on TMT’s website www.quality-of-life.org. For summary results from TMT’s December 2004 annual meeting survey or the recent e-survey on the top trends impacting the region, visit the “communications” page.

Spring Membership Meeting
March 24, 2005 • 7:30 – 9:00 AM
 Remedees Meeting Rooms
 Washoe Professional Center/Washoe Med

- **Feature:** Affordable housing issues & opportunities
 - TMT quality of life indicators – data update

Complementary continental breakfast and free parking in the garage off Second Street

Welcome New & Renewing Members for 2005

Platinum

- Sierra Pacific Power Company, Karen Foster

Silver

- First Independent Bank, Michael Hix
- Saint Mary’s Reg. Medical Center, Mike Johnson
- Sierra Schools Credit Union, Kellie George
- Truckee Meadows Water Authority, Kim Mazeres

Small Business

- Drinkwater Law Offices, Bonnie Drinkwater
- Kohn Colodny, LLP, Connie Christiansen
- Media West Affiliated Companies, Edwin Pereyra
- Rose/Glenn Group, Kerri Garcia

Nonprofit

- Children’s Cabinet, Mary-Ann Brown
- Community Foundation of W. Nevada, Chris Askin
- Interfaith Hospitality Network, Marla Johns
- KNPB Channel 5 Public Broadcasting, Patricia Miller

- Nevada Land Conservancy, Becky Stock
- Nevada Museum of Art, Steven High
- NevadaWorks, James Dunnivant
- Northern Nevada Literacy Council, Vicki Newell
- Planned Parenthood Mar Monte, Roz Parry
- Reno Philharmonic, Tim Young
- Reno/Sparks Association of Realtors, Cherie Williams
- Sanford Center for Aging, Zanny Marsh
- The National Judicial College, Trace Robbers
- Truckee Meadows Community College, Philip Ringle
- United Way of Northern Nevada & the Sierra, Karen Barsell
- UNR College of Human & Community Sciences, Jean Perry
- Veteran’s Guest House, Noreen Leary

Individual

- | | | |
|------------------------|------------------|---------------|
| • Robert Alessandrelli | • John Evanoff | • Jeff Fisher |
| • Brett Kandt | • George Peek | • Bob Rusk |
| • Teresa Sacks | • Bonnie Saviers | |

TMT: Inspiring People to Make a Difference

When I heard the story of Truckee Meadows Tomorrow, I knew TMT had to be in **Results That Matter** (working title), the book I'm writing with Paul Coates and Lyle Wray, expected to be published by Jossey-Bass this fall. Our book examines different ways citizens become engaged in their community, and ways communities use measures of results—such as TMT's quality of life indicators—and especially the ways citizen engagement and results measurement come together. Our book has examples of engagement, measurement, and improvement from 25 communities, regions, and organizations across the country. Among all those stories, TMT is not only a good example it's an inspiring example.

I've been working with what I call public performance measurement for over thirty years. My first experience was in New York Mayor John Lindsay's office in the early 1970s. From then on, it has always been clear to me that if systems of indicators of community performance or results are going to be worth the effort to sustain them, the focus should not be the indicators themselves, but **how the indicators are used to make a difference** in the community. In the Lindsay administration, we were measuring the performance of city services with the clear purpose of improving productivity, so NYC could provide more services for its citizens' tax dollars—a purpose we measurably achieved. Since then, as a public manager, consultant to governments and nonprofits, and researcher, I've seen many different kinds of indicators used in many areas, and the success of these projects often hinged on the clarity of their purpose.

Back in the early 1990s there was a clear purpose for starting TMT's quality of life indicators -- to guide future regional planning. More than a decade has passed, but the indicators have yet to be used for that purpose. Still, TMT and its indicators do make a difference in the region. That's why TMT's story is so inspiring. While the "top-down" approach to measurably improve the quality of life through regional planning hasn't happened yet, TMT has persisted in engaging people and organizations to improve the quality of life from the bottom-up. TMT didn't wait for the regional plan. Members started using the indicators right away to

enthuse everyone to do whatever they could to improve the quality of life. In effect, TMT decided from its beginning that it should not just be the technical keeper of the indicators, but that TMT should also have another purpose -- to be an *inspirational force* to improve the quality of life.

I'm an engineer by training, so I've always loved what you can do with numbers, but most people aren't like that. It's a big challenge to communicate what those numbers represent in ways that will get people to take notice. I'm amazed that TMT has not only gotten people to take notice, but to say, "I want to do something about it." The Adopt an Indicator program and *Accentuate the Positive* celebration are terrific -- they not only build awareness of the indicators, they get people to realize how their personal efforts in their work, their children's schools, and their communities contribute to the quality of life.

Another thing that I find inspiring about TMT is its willingness to change and try new things -- critical to the long-term success of any community measurement and improvement effort. By adding the Quality of Life Compacts to its regional improvement strategy, TMT now offers individuals and organizations many ways to participate as community assets, and to make diverse kinds of commitments to improving the quality of life.



Paul D. Epstein is Principal of Epstein & Fass Associates, a New York City-based consulting firm. He received the Harry Hatry Distinguished Performance Measurement Practice Award in 2003 for lifetime achievement from the American Society for Public Administration.

Calling All TMT Members and Community Leaders

- Get involved with TMT's **Blue Ribbon Task Force** of community representatives to revisit and update the indicators, to ensure they are outcomes-based measurements relevant to our region today. The task force will kick-off this spring and is expected to accomplish its work by the end of this fall. Contact TMT at info@quality-of-life.org or 775-323-1518.
- **Renew your TMT 2005 membership on-line** at www.quality-of-life.org on the "about us"/"become a member" page. Or complete the enclosed 2005 invoice and mail it back to TMT. Get more engaged and join a TMT committee. We especially need volunteers for the Fund Development and Membership Committees. While renewing your membership online, review the list of committees and contact us.
- **Calling everyone who has adopted TMT's quality of life indicators** ➤ Please visit the "indicators" page and let TMT know which indicators you've adopted and what you've done to *make a difference*. Your updated information will help us build an interactive adoption database so you can easily report all your efforts back to TMT online.

NONPROFIT ORG.
U.S. POSTAGE
PAID
RENO NV
PERMIT NO. 180



NEW ADDRESS

PO Box 33504
Reno, NV 89533-3504
www.quality-of-life.org

Editor's note: Thanks to TMT Silver member Washoe County for printing this issue of the Benchmark

Silver Star Nominations Due Friday, May 6th

Do you know some one who has done something exceptional for our quality of life? Do you know a business, nonprofit or another organization that has made a significant and measurable difference in our community? Then nominate them today and don't forget that "they" may be you!

TMT will again honor those individuals, businesses and organizations making a real difference in our quality of life at its **Accentuate the Positive** community luncheon, October 14th at the Reno Hilton.

It's simple to nominate one or more worthy people or organizations. And this year, **Silver Star nominations can be submitted online** from the *Accentuate the Positive* page on TMT's website: www.quality-of-life.org. If you don't have access to the

Internet, just fill out the enclosed nomination form and mail it back to TMT. **Nominations are due by 5:00 PM, Friday, May 6, 2005.** Once the nominations are received, a committee, representative of the community, will go to work selecting those who will be honored at *Accentuate the Positive*.

And if you want more than 1,500 energized community leaders to know that your organization is dedicated to quality of life, then join Krump Construction, the Rose/Glenn Group, SBC Nevada and Sierra Pacific Power Company as corporate sponsors. Contact chairwoman, Estela Gutierrez at 673-7094, elevario@tmcc.edu.

So mark your calendar for the next *Accentuate the Positive* and connect with TMT to salute the positive aspects of life in the region and our 2005 Silver Star awardees.

Accentuate the Positive



Friday, October 14, 2005
TMT's Quality of Life Celebration

