



Why invest in Truckee Meadows Tomorrow?

First to bring indicators to the community, by the community, and for the community's improvement – groundbreaking quality of life work that sets the stage for future generations

- ✓ Integral to the indicator work is TMT's engagement process based on community-wide participation, including your business
- ✓ Measurable framework that reflects the vision and values of your customers
- ✓ Results over time are a regional source of relevant, actionable and objective data to make informed business decisions and build community responsibility for sustainable quality of life

Indicators guide a common understanding of what's needed for business development, public policy and advocacy – one-stop "shopping" for objective data, saving your staff time and resources

- ✓ We all share in the responsibility for positive outcomes, and TMT builds the community's capacity to use data in the form of indicators to inform decision-making
- ✓ TMT's trusted indicators increase transparency and accountability
- ✓ Data measures describe community conditions over time, telling a story to inspire action and monitor progress in achieving goals

Walking the talk to promote improvement strategies, initiatives and actions – forums and dialogue that honor diverse perspectives and ideas for a common understanding of what's needed

- ✓ TMT's newest effort will engage the community to improve indicators reflected in the 2009 Youth Behavioral Risk Survey, using data to identify key drivers to leverage effective action
- ✓ Improvement in one quality of life indicator usually has a positive impact on other indicators
- ✓ Look for TMT's next *Community Wellbeing Report* to link indicators across quality of life categories – relationships that impact your customers, your business and your community

Recognized by other cities, counties and states as a leader in innovative programming aimed at community improvement – empowers businesses, government and residents to share responsibility for positive outcomes

- ✓ TMT has won awards from the international Community Indicators Association and the Brookings Institution, and been a model for other communities looking to improve
- ✓ TMT has involved CEO's and community leaders for almost 20-years, many of whom now set policy for our community and the state
- ✓ Our state government is now following TMT's lead through the Nevada Vision Stakeholder Group focused on quality of life impacts via the state's tax structure