

## **Information Drives Community Change**

*Santa Cruz, California, Baltimore, Maryland, & Osceola County, Florida win top honors at the 2007 Community Indicator Innovator Awards, sponsored by the Urban Markets Initiative at the Brookings Institution*

### **For Immediate Release**

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**JACKSONVILLE, FA – March 9, 2007** – Community indicators are valuable tools for understanding and improving the quality of life. On Friday March 9, 2007 the Community Indicator Consortium awarded the Innovators its field who effectively used information to drive change in their communities. In accordance with this mission, the following winners were selected:

**FIRST PLACE-The Santa Cruz County Assessment Project** sponsored by the United Way of Santa Cruz County, California for its innovative work and the change it has inspired. In Santa Cruz, California, thousands of families were without regular access to doctors and medical care, but because of this catalytic data provided by Santa Cruz County Community Assessment Project (CAP), a coalition has formed to support the Healthy Kids Health Plan covering 2227 children in December of 2006. "It's a real honor to be recognized by the Community Indicators Consortium. Over the last 13 years that we've been publishing the CAP (Community Assessment Project), we've come to know that people in the county will rally to make improvements when the information is clearly presented to them. When our residents saw the data about teen drug and alcohol abuse, childhood obesity and children who didn't have access to health care, the community stood up and took action!" said Mary Lou Goeke, the Executive Director of the United Way of Santa Cruz County.

**SECOND PLACE-Baltimore CitiStat**, an innovative program which uses data to improve government services and the quality of life of Baltimore citizens. From simple pothole repair and recycling to more complex issues, the CitiStat process harnesses the collective knowledge of its citizens to pinpoint problems and address them. "The success we have seen in creating a more efficient and effective city government due to the Mayor's Office of CitiStat is nothing less than revolutionary," said Mayor Dixon. "The question of whether a government can track and truly improve the delivery of services to citizens at every level has been answered in a dramatic way through the research, data management and accountability measures inherent in our CitiStat programming," she added. "We are very proud of the dedication, creativity and success of our CitiStat staff."

**THIRD PLACE-Community Vision of Osceola County, Florida** compiles information and statistics resulted in the publication of the Community Report Card. Its successes include an elected official summit in response to a low indicator of political cohesiveness, a "rolling doctor's office" called the Medical Mobile Express to address access to healthcare for the 44% of citizens who were uninsured and underinsured, and the