

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS

WORKSHOP SUMMARY

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Meeting Date: July 12, 2011

Department: Community Services/Administration

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I. EXECUTIVE BRIEF

**Title:** Demonstration of *Palm Beach County Counts* ([www.pbccounts.org](http://www.pbccounts.org)) – A New Community Health Information Website for Palm Beach County

**Summary:** Palm Beach County, Economic Development Research Institute (EDRI) along with seven additional partners launch *Palm Beach County Counts*, an online research and data resource. This online source features 100 Palm Beach County quality of life indicators in the areas of economy, health, education, environment, transportation, public safety, government and politics, and social environment for PBC professionals, business leaders, and community members to access a broad range of local information for assessments, research and strategic planning.

**Background:** The community-based indicator program was developed in partnership with the Healthy Communities Institute, Inc. The goal was to design a dynamic, interactive web-based information system that will provide easy to understand data for all segments of the community to access at no charge. In addition to dashboard indicators and census information, the site will link visitors to more than 1,600 county-level promising practices and other planning resources that encourage and promote informed community action. In June 2011, the *Report of Health & Human Services in Palm Beach County – Based on Key Community Indicators 2010* was presented to the BCC. This report will be incorporated into *Palm Beach County Counts*.

The following organizations provide funding and governance for *Palm Beach County Counts*: The United Way of Palm Beach County, Children's Services Council of Palm Beach County, Health Care District of Palm Beach County, Quantum Foundation, Palm Healthcare Foundation, Board of County Commissioners of Palm Beach County, and Workforce Alliance, Inc.

**Attachments:** Information Sheet

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Recommended by: \_\_\_\_\_

  
For Department Director

7/8/11  
Date

Approved By: \_\_\_\_\_

  
County Administration

7/8/11  
Date

**II. FISCAL IMPACT ANALYSIS**

**A. Five Year Summary of Fiscal Impact:**

Fiscal Years	2011	2012	2013	2014	2015
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	_____*	_____	_____	_____	_____
No. ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Budget Account No.: Fund \_\_\_\_\_ Department \_\_\_\_\_ Unit \_\_\_\_\_  
 Object \_\_\_\_\_ Reporting Category \_\_\_\_\_

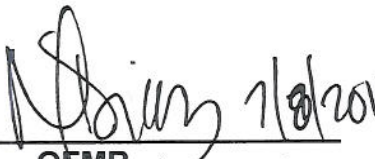
**B. Recommended Sources of Funds/Summary of Fiscal Impact:**


There is no fiscal impact associated with this item. The BCC previously approved \$25,000 for first year start up costs (March 15, 2011, 3E-6).

**C. Departmental Fiscal Review:**

**III. REVIEW COMMENTS**

**A. OFMB Fiscal and/or Contract Dev. and Control Comments:**

 7/8/2011  
 \_\_\_\_\_  
 OFMB

 7/8/11  
 \_\_\_\_\_  
 Contract Dev. and Control

7/12/11

**B. Legal Sufficiency:**

 7/9/11  
 \_\_\_\_\_  
 Assistant County Attorney

**C. Other Department Review:**

\_\_\_\_\_  
 Department Director

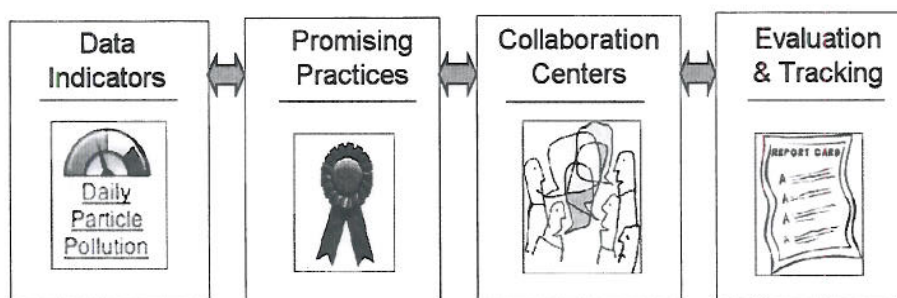
## Palm Beach County Counts

Good decisions begin with good data

The "Palm Beach County Counts" website provides **FREE** online access to an unprecedented range of credible local data and planning tools so that residents, public and private organizations in Palm Beach County have what they need to *serve and invest strategically* in our community.

At [www.pbccounts.org](http://www.pbccounts.org), our community can

- ✓ Gain access to credible **local data**
- ✓ Understand **what is working** and not working in our community
- ✓ Employ proven community based solutions to **improve local outcomes**
- ✓ **Increase collaboration** between diverse organizations & stakeholders
- ✓ **Inform** the local and state political process
- ✓ Set **community goals and priorities**



Palm Beach County Counts is a dynamic information portal that the local community can customize: uploading and underwriting increasingly sophisticated tools and data so that professionals, policy makers, and community members can access

- hundreds of free, authoritative, easy to understand **INDICATORS** on Palm Beach County that are updated daily across a broad range of topic areas (economy, health, government, etc.),
- examples of county-level programs and policies from across the nation that have been proven to be **EFFECTIVE SOLUTIONS**,
- easy to use, customizable data tracking and instant **REPORTING TOOLS**,
- an automatic feed of **RESOURCES**, services, news and events related to various indicators topic areas with ability to upload Palm Beach County specific reports and content, and
- **CUSTOM WEBPAGES** built to host, monitor indicators for and promote collaborative planning efforts taking place in the county so they can more effectively educate and engage the public.

The website's platform is provided by the Healthy Communities Institute; a company with growing national brand recognition for helping facilitate the advancement of vibrant, sustainable communities through the provision of locally customized data portals. All of the website's start-up costs have been underwritten by the local entities that make up the "Portal Collaborative" which sets operational and editorial policy for website, empowers a community based advisory committee to make recommendations on the websites content and application and selects a local agency to serve as a community outreach coordinator and local web administrator on an annual basis. Revenue generated from online sponsorships and custom research service fees will provide more than 50% of the projects revenue by 2015 with the remainder coming from the Portal Collaborative group of investors and other sources.

**Palm Beach County Counts is a robust, 21st century tool needed to help maximize the cost efficiency and impact of strategic business, philanthropic and service investments in our community**