

# **ACHIEVING THE OREGON SHINES VISION: The 2001 Benchmark Performance Report**

Report to the Legislative Assembly  
Oregon Progress Board



March 2001

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**Cover photo:** *Home of Carpenter Family orchards and vineyards in Medford, OR. Photo by Steve Sutfin*

Since 1989, Jackson and Josephine County residents have used *Oregon Shines* and the Oregon Benchmarks to develop their own regional plans. In 1997, they completed the Healthy and Sustainable Communities Project (HSCP), a 50-year vision and Blueprint for the Future. In 2001, the Rogue Valley Civic League completed the Southern Oregon Livability Indicators.

Home to the Carpenter Family vineyards and orchards, this photo was taken on the property of Jane and Dunbar Carpenter (center front, along with Emily Mostue of the Carpenter Foundation). Southern Oregon project members appreciate their support of many critical projects for the region, including the HSCP.

March 2001

Dear Legislator:

We are pleased to present the Oregon Progress Board's report to the 2001 Legislative Assembly - *Achieving the Oregon Shines Vision: The 2001 Benchmark Performance Report*.

The Progress Board, which was created by the legislature in 1989, is charged with keeping Oregonians focused on the future by developing and implementing a state strategic plan. Called *Oregon Shines*, the plan has three major goals: 1) quality jobs for all Oregonians; 2) safe, caring and engaged communities; and 3) healthy, sustainable surroundings.

Many states have strategic plans. What makes Oregon unique is our benchmarks. By tracking and reporting on a set of measurable indicators of economic, social and environmental health, the legislature and citizens of Oregon see just how Oregon is doing in achieving the goals set out in the plan.

This report does more than simply provide a desirable vision for Oregon. It analyzes the trends and provides other valuable information on how to achieve the goals we've set for ourselves. *Achieving the Oregon Shines Vision* is loaded with facts and figures that will increase your understanding of the issues facing Oregon today.

Not all of the news is good. Oregon has set its sights high by establishing goals that require concerted action on the part of all citizens, not just state government. If we are to be prepared for the changes that lie ahead, we must continue to challenge ourselves to do better.

We hope that you'll enjoy reading this report and will use it in your deliberations as you chart Oregon's course into the future.

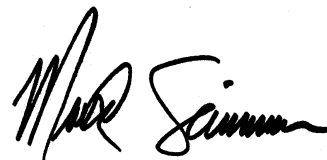
Sincerely,



**John A. Kitzhaber, M.D.**  
Governor



**Gene Derfler**  
President of the Senate



**MARK SIMMONS**  
Speaker of the House

## Acknowledgements

This project could not have been completed without the support, cooperation and hard work of many people. While staff of the Oregon Progress Board assembled and analyzed the information for this report, the following individuals actually produced the data, shared it with us, and helped us understand its meaning:

Greg Aldrich, Arthur Ayre, Gary Ball, Scott Bassett, Kevin Birch, Richard Bjel-land, Jeffrey Bock, Cindy Booth, Kay Brown, Curtis Cude, Kevin Dana, Chris-tine Darcy, Ron Eber, Becky Eklund, Ian Finsenth, Merced Flores, Ramona Foley, Mary Gilliland, Mary Ginnane, Jim Golden, Nancy Goldschmidt, Gary Goldsmith, Larry Groth, Brian Holly, Frank Howard, Patricia Jensen, James Johnson, Norm Johnson, Bob Jones, Jodie Jones, Jimmy Kagan, Rob Larson, Anita McClanahan, Paddy McGuire, Pam McVay, Pat Melius, Holly Miles, Nancy Minden, Janet Morlan, David Morman, Bill Penhollow, Toni Peterson, Gerry Preston, Samuel Sadler, Danny Santos, Bill Scott, Steve Slater, Bob Smit, Annette Talbot, Pam Teschner, Sharlene Walker, Ed Waters, Jim White, Wendy Woods, and Jennifer Woodward.

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Data for 16 of Oregon's 90 benchmarks come directly from the Oregon Popula-tion Survey (OPS), conducted biennially by the Oregon Progress Board. We ex-press our appreciation to Scott Stewart who helped us process the raw data even though he had long since left Oregon Progress Board employment. Thanks also to Kanhaiya Vaidya for helping us understand the nuances of OPS data.

Board members helped us think through the communication challenges in this report and provided invaluable guidance, feedback and encouragement through-out the production process. Thank you.

Finally, we thank Ruth Spetter and Gloria Puskas for volunteering their time to help us try to make this voluminous report more understandable and user-friendly.

Sincerely,

Oregon Progress Board staff

# Table of Contents

## *2001 Benchmark Performance Report*

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>Chapter 1. INTRODUCTION .....</b>	<b>3</b>
Philosophical Underpinnings.....	3
Benchmark Changes.....	3
“Key” Benchmarks.....	5
Using This Report .....	5
The Push for Sustainability.....	6
<i>GOAL 1. QUALITY JOBS FOR ALL OREGONIANS</i>	
<b>Chapter 2. ECONOMY .....</b>	<b>7</b>
Economy Overview.....	7
New and Modified Benchmarks for Economy .....	8
Key Economy Benchmarks .....	9
Other Economy Benchmarks .....	14
<b>Chapter 3. EDUCATION.....</b>	<b>19</b>
Education Overview.....	19
New and Modified Benchmarks for Education.....	20
Key Education Benchmarks .....	21
Other Education Benchmarks.....	26
<i>GOAL 2. SAFE, CARING AND ENGAGED COMMUNITIES</i>	
<b>Chapter 4. CIVIC ENGAGEMENT .....</b>	<b>29</b>
Civic Engagement Overview.....	29
New and Modified Benchmarks for Civic Engagement.....	30
Key Civic Engagement Benchmarks.....	31
Other Civic Engagement Benchmarks.....	32
<b>Chapter 5. SOCIAL SUPPORT .....</b>	<b>35</b>
Social Support Overview .....	35
New and Modified Benchmarks for Social Support.....	36
Key Social Support Benchmarks.....	37
Other Social Support Benchmarks.....	42
<b>Chapter 6. PUBLIC SAFETY.....</b>	<b>49</b>
Public Safety Overview.....	49
New and Modified Benchmarks for Public Safety .....	50
Key Public Safety Benchmarks.....	51
Other Public Safety Benchmarks .....	53
<i>GOAL 3. HEALTHY, SUSTAINABLE SURROUNDINGS</i>	
<b>Chapter 7. COMMUNITY DEVELOPMENT .....</b>	<b>55</b>
Community Development Overview .....	55
New and Modified Benchmarks for Community Development.....	56
Key Community Development Benchmarks.....	57
Other Community Development Benchmarks .....	59
<b>Chapter 8. ENVIRONMENT .....</b>	<b>61</b>
Environment Overview .....	61
New and Modified Benchmarks for Environment.....	62
Key Environment Benchmarks.....	63
Other Environment Benchmarks .....	68
<b>APPENDICES.....</b>	<b>71</b>
Appendix A. 2001 Benchmarks .....	73
Appendix B. Grade Calculations.....	87
Appendix C. Endnotes.....	97
Appendix D. Old Benchmarks .....	109
Appendix E. Measuring Sustainability: The Role of Oregon Benchmarks.....	121

## List of Figures

Figure 1. <i>Oregon Shines</i> Overview.....	4
Figure 2. Circle of Prosperity .....	5

## Index of Benchmark Charts

	Page		Page
<b>ECONOMY BENCHMARKS</b>		<i>SOCIAL SUPPORT, continued</i>	
1 Employment Dispersion (Key).....	9	47 Affordable Child Care.....	44
2 Traded Sector Strength .....	14	48 Available Child Care .....	44
3 New Companies (Key).....	10	49 Teen Substance Abuse (Key).....	38
4 Net Job Growth .....	14	50 Child Abuse or Neglect (Key).....	39
5 Professional Services (Key).....	11	51 Elder Abuse.....	45
6 Economic Diversification.....	14	52 Substance Use During Pregnancy .....	45
7 Research & Development (Key).....	12	53 Poverty (Key) .....	40
8 Venture Capital.....	15	54 Health Insurance (Key).....	41
9 Workers Compensation.....	15	55 Homelessness .....	45
10 On-Time Permits.....	15	56 Child Support Payments.....	46
11 Per Capita Income (Key).....	13	57 Hunger.....	46
12 Annual Payroll.....	16	58 Independent Seniors.....	46
13 Income Disparity.....	16	59 Independent Disabled.....	47
14 Workers @ 150% or More of Poverty .....	16	60 Disabled Living in Poverty.....	47
15 Unemployment Rate.....	17	<b>PUBLIC SAFETY BENCHMARKS</b>	
16 Exports.....	17	61 Overall Crime (Key).....	51
17 Foreign Language Skills.....	17	62 Juvenile Arrests (Key) .....	52
<b>EDUCATION BENCHMARKS</b>		63 Students Carrying Weapons.....	53
18 Ready to Learn (Key).....	21	64 Recidivism .....	53
19 Third Grade Skill Levels .....	26	65 Juvenile Recidivism .....	53
20 Eighth Grade Skill Levels (Key).....	22	66 Cooperative Policing.....	54
21 High School Work Experience.....	26	67 Emergency Preparedness.....	54
22 High School Dropout Rate (Key).....	23	<b>COMMUNITY DEVELOPMENT BENCHMARKS</b>	
23 High School Completion .....	26	68 Traffic Congestion (Key) .....	57
24 Some College Completion.....	27	69 Drinking Water.....	59
25 Associates Degree.....	27	70 Commuting.....	59
26 College Completion (Key).....	24	71 Vehicle Miles Traveled.....	59
27 Adult Literacy (Key).....	25	72 Road Condition.....	60
28 Computer/Internet Usage.....	27	73 Owner Occupied Households.....	60
29 Labor Force Skills Training.....	28	74 Affordable Housing (Key) .....	58
<b>CIVIC ENGAGEMENT BENCHMARKS</b>		<b>ENVIRONMENT BENCHMARKS</b>	
30 Volunteerism (Key).....	31	75 Air Quality (Key).....	63
31 Voting.....	32	76 Carbon Dioxide Emissions.....	68
32 Feeling of Community.....	32	77 Wetlands (Key) .....	64
33 Understanding Tax System.....	32	78 Stream Water Quality.....	68
34 Taxes per \$1,000 Income .....	33	79 Instream Water Rights .....	68
35 Public Management Quality.....	33	80 Agricultural Lands (Key) .....	65
36 S&P Bond Rating.....	33	81 Forest Land (Key).....	66
37 State Arts Funding.....	34	82 Timber Harvest.....	69
38 Public Library Service .....	34	83 Municipal Waste Disposal .....	69
<b>SOCIAL SUPPORT BENCHMARKS</b>		84 Hazardous Waste Sites Clean-up .....	69
39 Teen Pregnancy (Key) .....	37	85 Salmon & Steelhead (Key).....	67
40 Prenatal Care.....	42	86 Marine Species at Risk.....	70
41 Infant Mortality.....	42	87 Native Fish and Wildlife.....	70
42 Immunizations.....	42	88 Native Plant Species.....	70
43 HIV Early Diagnosis .....	43	89 Nuisance Species .....	71
44 Adult Non-Smokers.....	43	90 State Park Acreage.....	71
45 Premature Mortality .....	43		
46 Perceived Health Status.....	44		