

Economic Indicators

Economic Indicators are important as a component of sustainable practices as they encompass the monetary aspect of the “triple bottom line”

The purpose of these indicators is to measure the overall health of the local economy and attempt to measure how companies who are implementing sustainability policies are contributing to that goal. Our mission is to be able to measure the positive economic contribution that a shift to sustainability has for local business.

These are indicators, not guidelines and are designed to be a measurement tool towards progress of our goal of developing and retaining sustainable business activity in our area.

Indicators:

1) Leading Indicators:

- A) An annual survey of businesses in Eugene regarding growth of sustainability practices is in existence. Similar to the one recently used by the Task force.
- B) Total number of sustainability training programs offered by LCC, UofO and the Eugene Chamber.
- C) Total number of economic develop programs that are focused on sustainable job development
- D) Determine the growth of employment in the sustainability area annually.

2) Lagging Indicators:

- A) How many are employed in sustainability jobs in Eugene currently
- B) What percent of the overall work force do sustainable sector jobs represent
- C) How many local companies are currently engaged in sustainability activities
- D) How many local companies profit by selling or servicing local sustainable industries

Suggested Indicators:

Eugene Chamber: Survey annually number of members who apply sustainability practices

Lane Metro: Develop assessment form for determining what are sustainable practices and work with the City of Eugene to determine how many business they help annually to adopt these practices.

Each Business sector should develop a set of indicators or measurements for determining progress.

Determine a way to measure Capital flow in and out of Eugene. Import of capital is vital to continuing our local economic health. For e.g. can we measure the value of agricultural products or tourism dollars or venture capital invested here locally.

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