YUMBO

cómovamos

A contribution from the private sector to the quality of life
What is Yumbo Cómo Vamos?

Yumbo Cómo Vamos is a private program fruit of the alliance of eleven institutions, our main goal is to follow and analyze the quality of life in the city.
Our Objectives

• Promote more **effective and transparent government**.

• Promote more **informed, responsible and participating** citizens.

• Incentivize **alliance co-working**.
Yumbo Cómo Vamos isn’t

- A program **from the Mayoralty**
- An **overseer**
- A program that point only to the **negative aspects**
- **Only** a survey on citizen perception
- A program that **work in solitaire**
Networking

74 institutions support initiatives as Cómo Vamos in Colombia

58 initiatives around 10 countries in Latin America
How we work?

Two axles

Evaluation

Technical Indicators

Objectives

Subjectives

Analysis

Quality of life informs

Citizen Perception Survey

Divulgation

Analysis informs

Own events

External events participation

Virtual media

Opinion columns

Answer to information request
Quality of life

It’s a synonym for integral wellbeing, in an objective dimension but also in a subjective dimension; each dimension is the sum of three transversal axles: poverty, inequity and demography, and four domains: people’s assets, urban habitat, government and citizenship, and economic surrounding and competitiveness.

• Objective dimension comprehends relevant cultural measures of objective wellbeing.

• While subjective dimension contains satisfaction measures assessed by the people.
**Evaluation: Objective Indicators**

*Indicator:* point of reference which allows to observe and measure how a goal or situation evolves.

- It makes reference to results, not processes
- They have a one year periodicity
- They have guaranteed their actualization in the long term
- They guarantee ease of understanding from the citizens
- They are presented in the **Annual Quality of Life Inform**

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Objective Indicators: How do we obtain?

Interlocution Agreement

Agreement with the Mayor

- It guarantees its political support
- Defines the model of the interlocution
- Each direction concatenates all the information about the local administration

Revision of the base line and the objectives definition

- Fines the chronogram for info delivery
- Presentation of indicators and evaluation exercises
- Participation in work tables. Depending on thematic
## Objective Indicators: An Examples

<table>
<thead>
<tr>
<th>People’s Assets</th>
<th>Urban Habitat</th>
<th>Citizenship and Government</th>
<th>Economic Development and Competitiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Gross and net coverage rates</td>
<td>• Home quantitative deficit</td>
<td>• Percentage of defaulters in taxes</td>
<td>• New business creation rate</td>
</tr>
<tr>
<td>• Desertion rates</td>
<td>• Aqueduct coverage rates</td>
<td>• Number of transit fines</td>
<td>• Industrial density</td>
</tr>
<tr>
<td>• Infant mortality rates</td>
<td>• Biochemical demand for Oxygen</td>
<td>• Percentage of inversion over total expenses</td>
<td></td>
</tr>
<tr>
<td>• Teenage pregnancy rates</td>
<td>• PM10</td>
<td>• Percentage of voter in last elections</td>
<td></td>
</tr>
<tr>
<td>• Unemployment rates</td>
<td>• Estate of the road Grid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Occupation rates</td>
<td>• Number of squared meters of public space per citizen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Robbery rates</td>
<td></td>
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</tbody>
</table>

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Evaluation: Subjective Indicators

• They render about the perception people have about their own **wellbeing**, using a subjective evaluation.

• They’re related with the **satisfaction** about the offer of goods and services in the city.

• The program is a primary source for this information trough the **Citizen Perception Survey**, which is hired annually.
Citizen Perception Survey

- **Annual** periodicity
- **872 statistically representative** surveys, interviewed face to face
- It’s representative for the city and its **four urban zones**, divides in **three socioeconomic levels**
- **80 questions** approximately in more **ten modules**
## Subjective Indicators: An Examples

| People’s Assets                                      | • Satisfaction level about education  |
|                                                    | • Satisfaction level about health attention |
|                                                    | • Satisfaction level about house members employment situation |
|                                                    | • Security perception in the neighborhood and city |
| Urban Habitat                                       | • Satisfaction about housing conditions |
|                                                    | • Satisfaction about public space |
|                                                    | • Satisfaction about environment |
|                                                    | • Satisfaction about displacement modes |
| Citizenship and Government                         | • Qualification of citizen behavior in different aspects, including solidarity |
|                                                    | • Priority topics: public agenda |
|                                                    | • Satisfaction about the way public resources are invested |
|                                                    | • Participation level in different types of organizations |
| Economic Development and Competitiveness           | • Economic situation perception in homes |
|                                                    | • Optimism facing the economical future of the city |
Incidence in Public Policy

Promotion of a more transparent and effective government

• From the generation of accurate, useful and transparent information: the number of delivered indicators was duplicated between 2013 and 2016.

• Analysis and recommendations about programs in reference to the quality of life.

• Thanks to Yumbo Cómo Vamos, the city has today historic information about its quality of life for the last five years.
A contribution from the private sector to the quality of life

Contact us

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