

Community Wellness: Mayors & Councilmembers Creating Healthy & Vibrant Communities

League of California Cities Annual Conference

**Institute for Local Government
October 2, 2015**



**INSTITUTE FOR
LOCAL GOVERNMENT**

**ILG is the non-profit
research and education
affiliate of**



**California Special
Districts Association**
Districts Stronger Together

ILG Mission

- Promoting good government at the local level
- Practical, impartial and easy-to-use materials



ILG's Healthy & Vibrant Communities Project & Grant

- **Increase awareness of collaborative solutions and approaches among city, county and school officials and staff**
- **Develop materials and identify best practices**
- **Support and increase collaborative efforts**



CCS
Partnership



KAISER PERMANENTE®



Why this is important?

- Local leaders grapple with a variety of community development and public health challenges as they craft and approve policies impacting children and families, including:
 - Healthy Eating-Active Living
 - Violence Prevention
 - Safety
- Mayors and Councilmembers are working with community partners to engage youth and families and developing healthier neighborhoods in northern and southern California cities.
- Key elements, including promoting and prioritizing health and the intentional alignment of services and supports, lead to success.

What Will You Learn More About Today?



- Getting Started
- Partners
- Leadership Roles:
 - Elected
 - Staff
- Keys to Success
- Capacity-Building
- Maintaining Momentum over Time

Healthy & Vibrant Communities: Leadership Lessons From Around California

- *City of Perris:*

Mayor Daryl Busch, Live Well Perris

- *City of Davis:*

Mayor Pro Tempore Robb Davis, Healthy Families Initiative

- *City of Rancho Cucamonga:*

Mayor Dennis Michael, Healthy RC



**LIVE WELL
PERRIS**
www.cityofperris.org

Presented by:

Mayor Daryl Busch

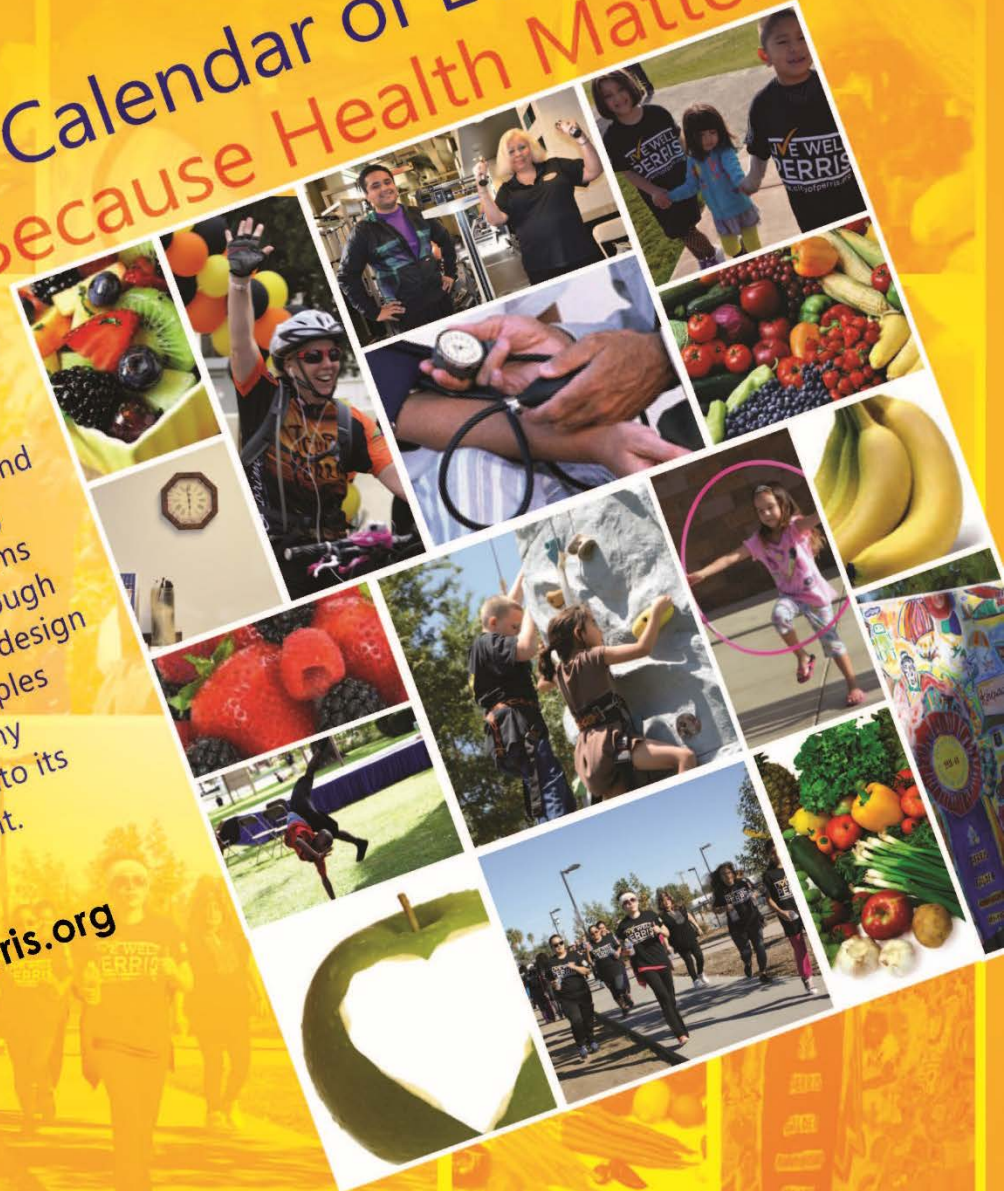
October 2, 2015

"Live Well Perris--inspiring healthier lifestyles in our community"

2014 Calendar of Events Because Health Matters

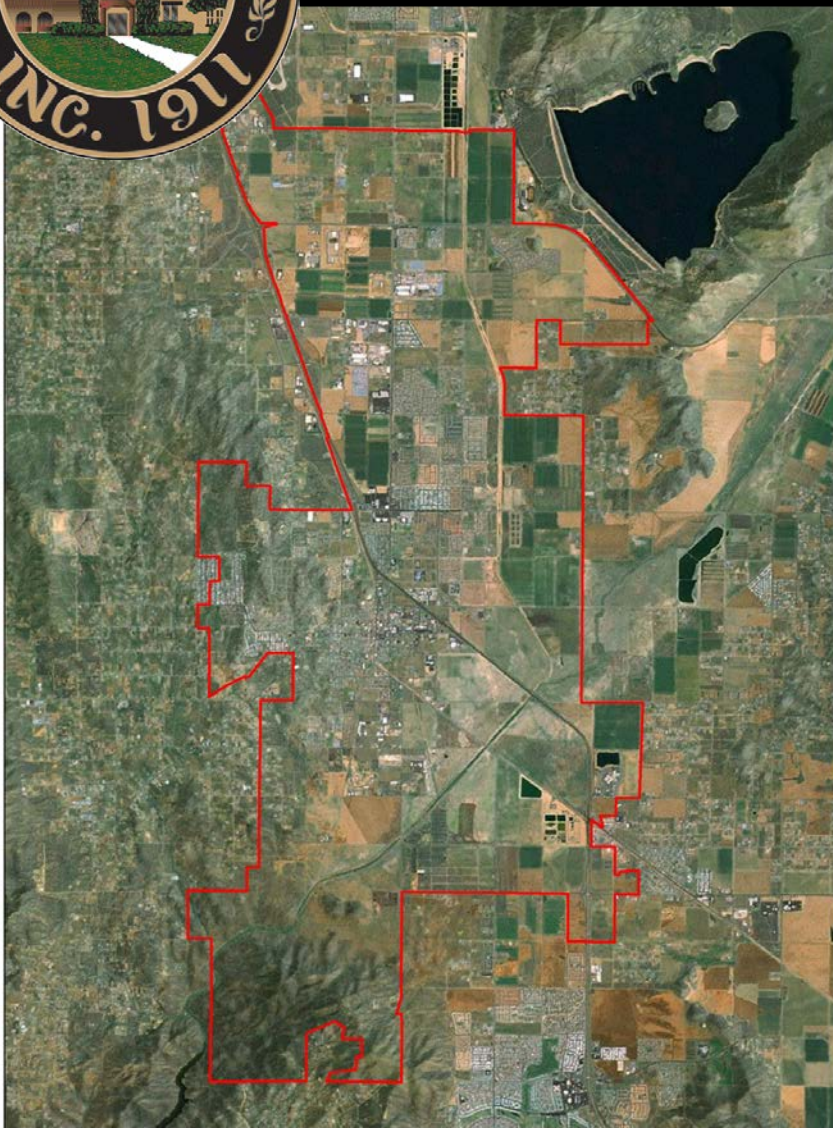
Live Well Perris inspires healthier lifestyles in our community by promoting healthy diet and nutrition, by sponsoring physical fitness programs and activities and through the adoption of City design and planning principles that support healthy neighborhoods into its built environment.

www.cityofperris.org





CITY OF PERRIS



Land Area:

31.4 square miles

General Population:

72,692

Median Age:

27

Total Households:

17,138

“Live Well Perris inspires healthier lifestyles in our community by promoting healthy diet and nutrition, by sponsoring physical fitness programs and activities, and through the adoption of City design and planning principles that support healthy neighborhoods into its built environment.”

nutritious
physical fitness
and through
design

2013

Strategic Plan – January 2013



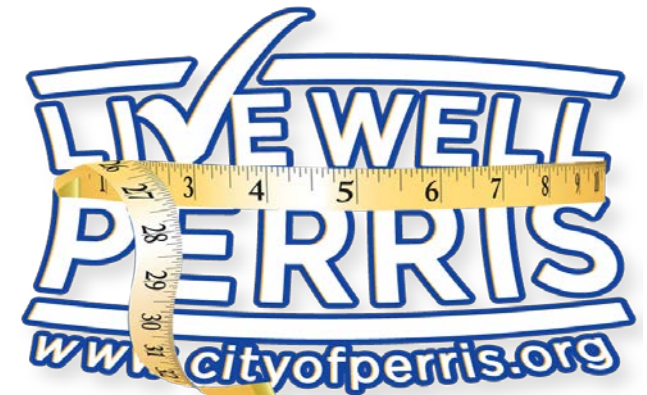
Workgroup



2013 Work Plan

1. Branding/Marketing
2. Community Health Fair
3. President's Challenge (PALA: President's Active Lifestyle Award)
4. City-Wide Biggest Loser
5. Farmers' Market
6. Workout Stations in the Parks/Trail Signage
7. D Street Historical Walk
8. 3-on-3 Basketball Regional Competition
9. "Step Out to Work Out" (Walk with the Mayor/Bike Rides with the Pro Tem/Workout with a Councilmember)
10. Let's Move Perris

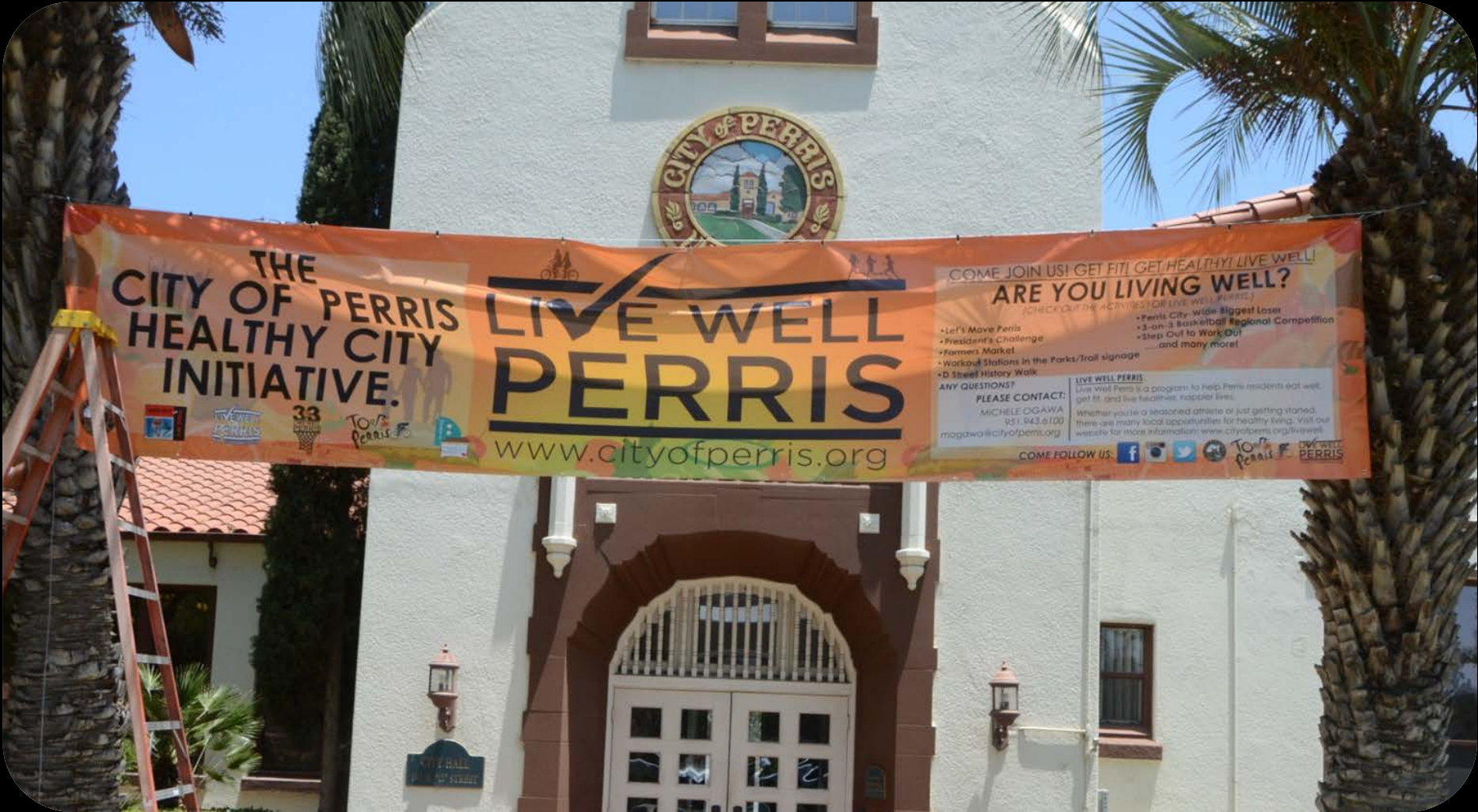
Branding/Marketing



Community Feedback



Community Health Fair June 15, 2013





Community Health Fair



City-Wide Biggest Loser



Walk With the Mayor



Hike With the Mayor Pro Tem



Ride With the Mayor Pro Tem



Workouts in the Park



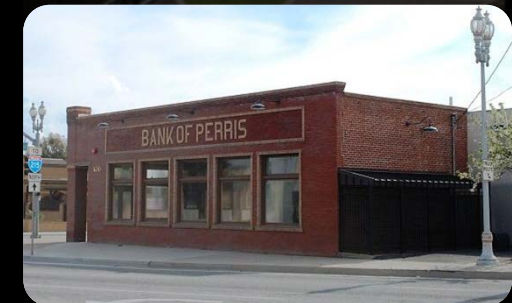
Live Well Basketball Clinic



Farmers' Market

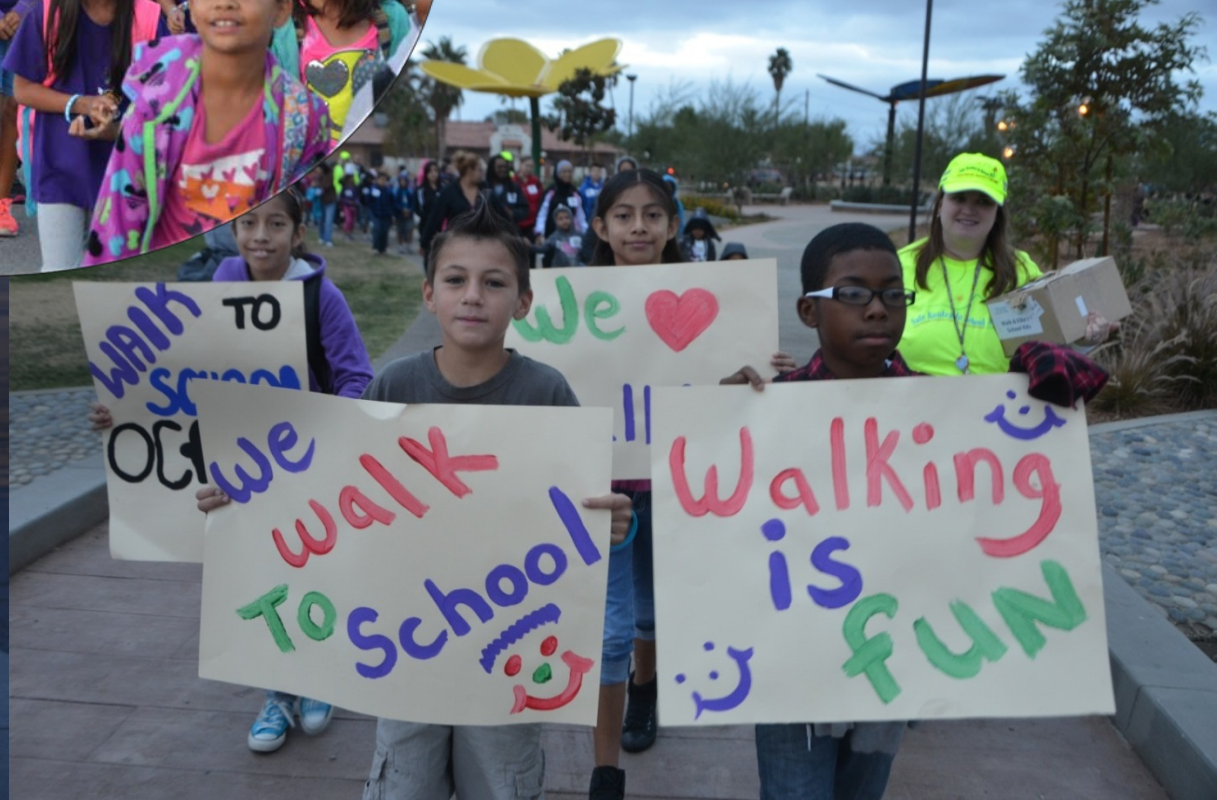


D Street Historical Walk





WALK TO SCHOOL DAY





PARK TRAIL SIGNAGE

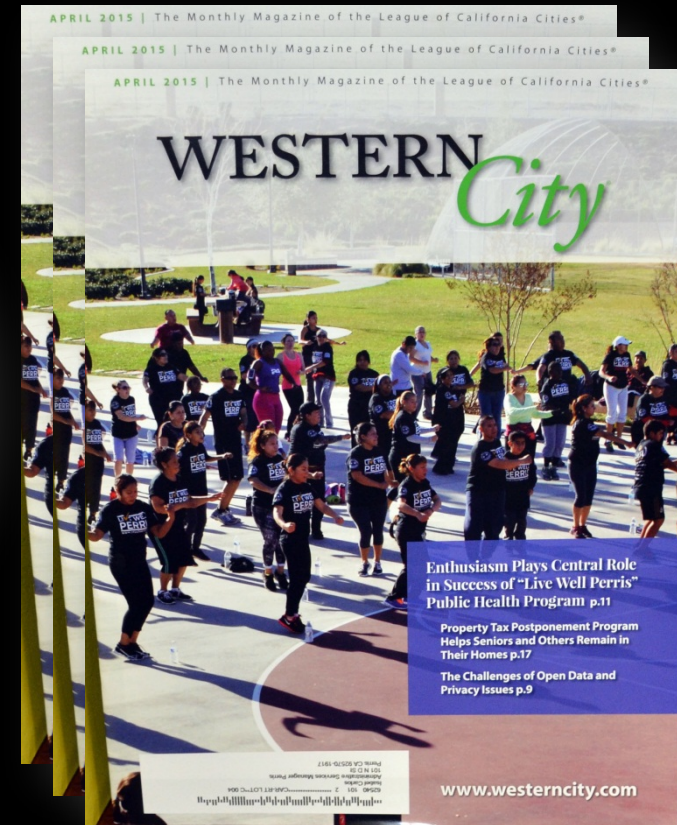




The President's Challenge Awards



2013 Recognition



2014



NEOP GRANT



“A New You for 2014” Park Workouts





Pet Parade and Expo



Live Well Senior Citizen Prom



AQUATICS MEET





LIVE WELL BASEBALL CLINIC



LIVE WELL SOCCER CAMP





LIVE WELL Skate Tournament



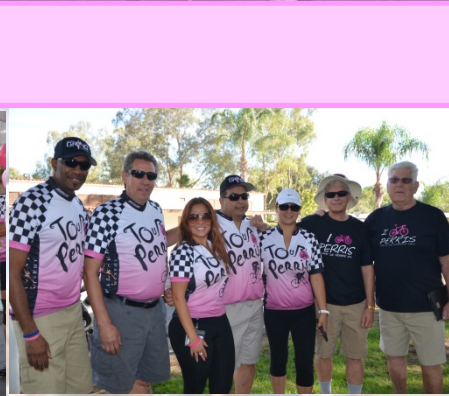
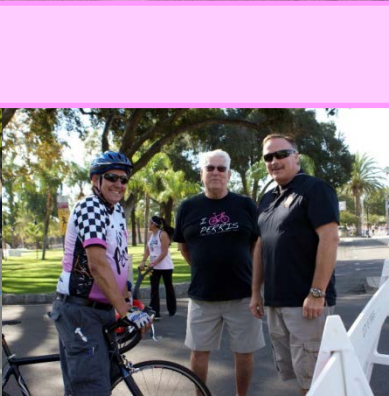
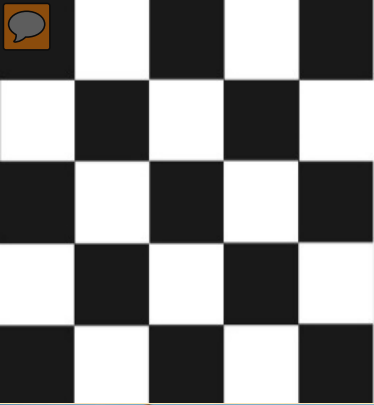


BOXING



EXHIBIT







POWER WALK 5K



Mobile Fresh Produce Bus



2015

2015 COMMUNITY HEALTH FAIR





NUTRITION EDUCATION AT LOCAL SCHOOLS



nutritional fitness and the design

Healthy Community General Plan Element



Healthy Community General Plan Element

PROMOTES:

- Health
- Safety
- General welfare

Of Perris residents, workers, and visitors.

PROVIDES:

A framework to implement the General Plan's vision for a healthier and sustainable Perris.



ADDRESSES:

Areas where public health and planning intersect.

Including access to:

- Transportation
- Active living
- Nutritious food
- Health care
- Mental health and
- Environmental health

Policy Areas of Focus

Citywide Health

Goal:

Foster educational opportunities that show a connection between “place” and health.

Land Use and Community Design

Goal:

Facilitate local efforts to improve the opportunities and choices for a healthy and active lifestyle.

Multimodal Transportation

Goal:

Support efforts to create transportation options beyond an auto-centric focus.

Health Economy

Goal:

Socially and environmentally responsible businesses that provide meaningful employment opportunities to residents.

Public and Open Space

Goal:

Facilitate the creation and maintenance of spaces for public recreation.

Healthy Environment

Goal:

Support efforts of local businesses and regional agencies to improve the health of our region’s environment.



City of Perris & Live Well Perris Present:

Great Gatsby Senior Prom





AQUATICS DAY





Live Well Perris
**FREE WORKOUTS
ARE BACK!**

Instructor: Laura Sosa





Perris Green City Farm Program



Live Well Perris

"Inspiring healthier lifestyles in our community"



Riverside County
Public Health



Community Engagement & Nutrition Education



Trade Produce and Market Locally



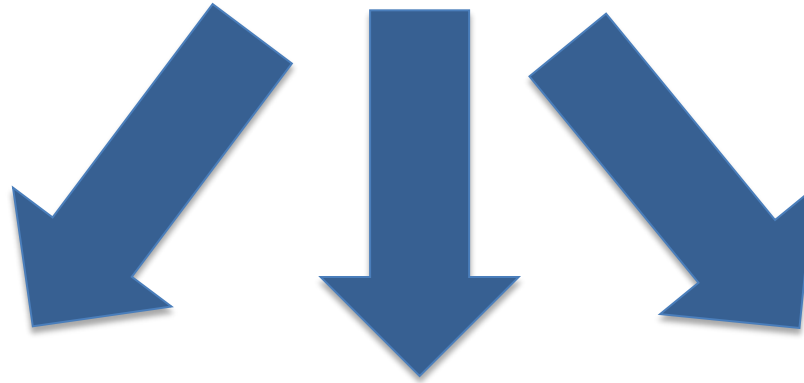
**LIVE WELL
PERRIS**

www.cityofperris.org

**Community Wellness:
Improving *Physical* and *Social* Health
in Davis, CA**

(Two Examples)

Improving Physical Health

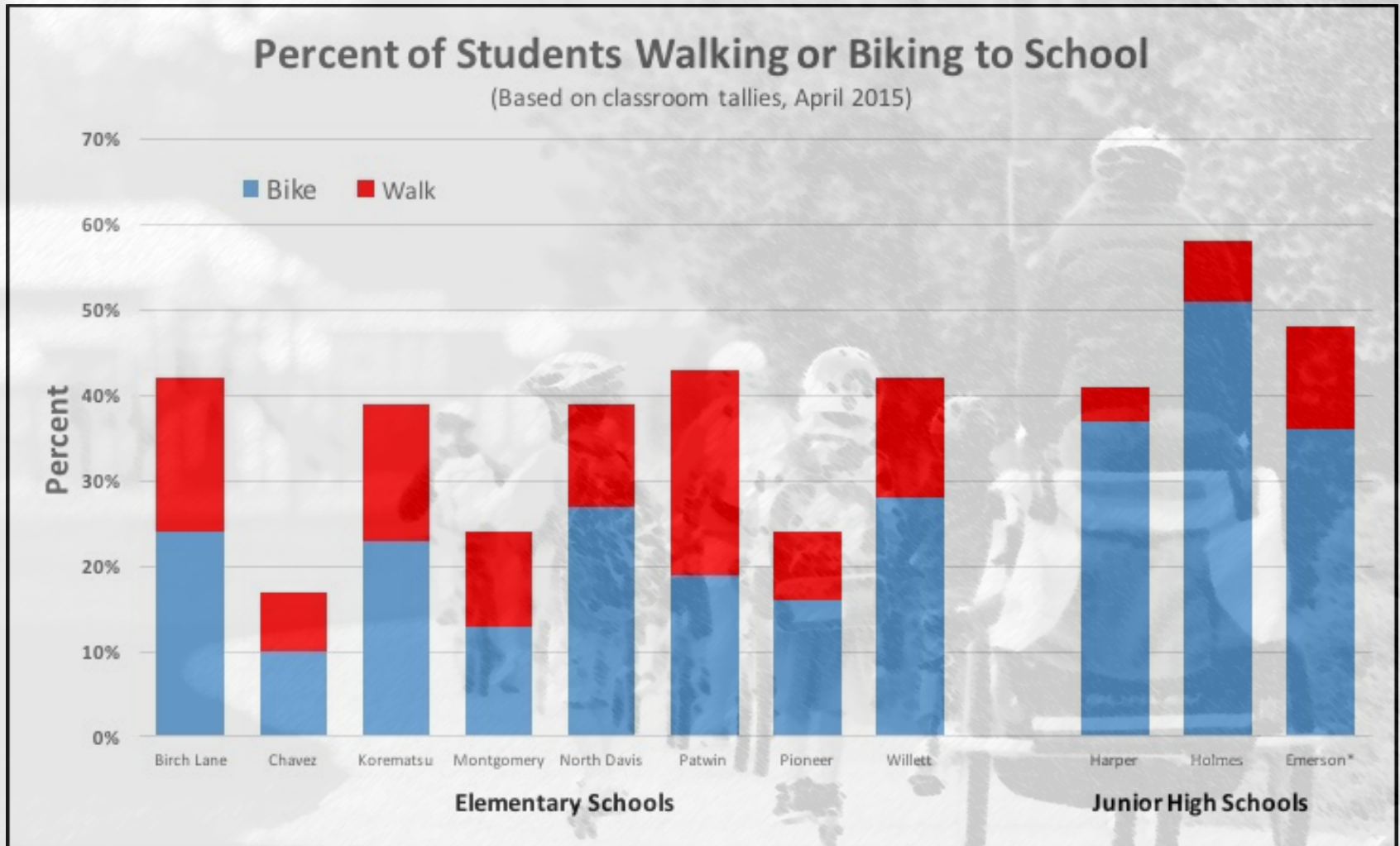


***Promoting
Physical
Activity***

**Reducing
Sugary
Beverage
Consumption**

**Protecting
Vulnerable
from Effects of
Smoking**

Promoting Physical Activity:



School Bike/Walk Audits



**Programmatic
Uses**



**Planning
Uses**

Audit Programmatic Uses

Birch Lane Elementary: Suggested Walking and Biking Routes



How to Use This Map

This suggested route to school map is intended to encourage adults and students to consider walking or bicycling to school. Adults are responsible for choosing the most appropriate option based on their knowledge of the different routes and the skill level of their student.

This map includes suggested routes as well as the locations of traffic signals, crosswalks, four-way stops, crossing guards, and off-street paths.

To see routes and areas beyond this map please visit: <http://street-smarts.cityofdavis.org/>

Drop-Off and Pick-Up Information:

We strongly encourage students to walk or bike to school. Students riding bikes must wear a helmet. You must bring your own lock and lock your bike at the designated bike racks. All riders must dismount and remember to always walk bikes once they are on campus.

- Students may be dropped off and picked up in front of the school on Birch Lane or at the back of the school on Baywood Lane.
- Always use marked crosswalks when crossing the street.
- Crosswalks are south PAST the kindergarten yard and on the north at the arboretum.
- Observe the three minute loading zone and do not leave your car.
- Please do not enter the school parking lot to drop-off or pick-up students!
- Do not double park. This poses a threat to children's safety when getting in and out of vehicles.
- Please be considerate of neighborhood driveways and avoid parking in red zones.
- U-Turns may not be made on Birch Lane, and cars may be cited and ticketed.
- Pedestrians should not cut across the parking lot.

LEGEND

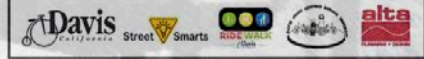
- Suggested Route (Walking and Biking)
- 🕒 00:00 Est. Walking Time (Biking Time)
- 🚶 Pedestrian and Bicycle Access
- 🚲 Multi-use Path
- 🚲 Bicycle Parking
- 🚦 Crossing Guard Location
- 🚦 Traffic Signal
- Marked Crosswalk
- 📍 Enrollment Area
- 🌳 Parks and Open Space
- 🏫 School

Audit Planning Uses

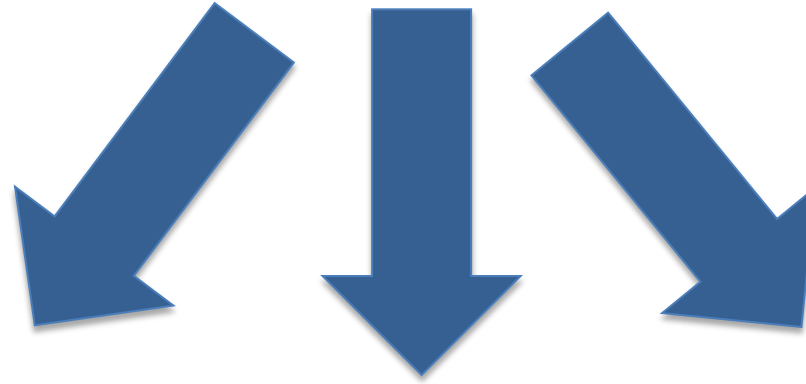


Birch Lane Elementary Improvement Plan

- Birch Lane School Grounds**
 - Upgrade bike parking to meet current City parking type and spacing standards, provide a minimum of 310 bicycle parking spaces, provide visitor bicycle parking
 - Add 25-30 skate and scooter racks
 - Construct sidewalk extension from northern crosswalk to southern parking lot driveway on to school property
 - Restripe crosswalks at driveways as yellow high visibility and install tactile domes
 - Stencil 'LOOK' with arrows at fire lane/bicycle exit from school
 - School district and City collaborate to explore opportunities to improve and develop concept plan to enhance Birch Lane path to accommodate users
- Birch Lane at East Covell Boulevard**
 - Permit bike access from northeast access point
 - Create a gentler grade at entry for southbound bicycle crossing across Covell Blvd
 - Provide wayfinding from and to path
 - Restripe and add bike intersection markings with green
 - Restripe "KEEP CLEAR" stencil on Birch Ln, couple with bike lane at intersection to better position bicyclists
 - Restripe crosswalk in east leg as high-visibility yellow
 - Construct CA HDM-1-compliant pedestrian refuge in crosswalk between East Covell Blvd and Denison Dr
 - Increase signal time for bicycle phase; increase signal time for pedestrian phase to 3.5ft per second
 - Ensure bicycle detection working for all directions
- Birch Lane at Denison Drive**
 - Designate Denison Dr from Pole Line Rd to Poplar Lane, as an enhanced bikeway
 - Construct curb extensions in southwest & southeast corners
 - Stripe high-visibility yellow crosswalk on south leg
 - Install Assembly A signage southbound on Birch Ln
- Birch Lane at Chapman Place**
 - Restripe crosswalk yellow high-visibility, install curb ramps at both ends
- Birch Lane Mid-Block Crosswalks**
 - Install Assembly D signage in advance of mid-block crosswalks
 - Refresh existing "SLOW SCHOOL XING" markings
 - Restripe both crosswalks as high-visibility yellow
 - Construct curb extensions both crosswalks
 - Repair red curbs along east side of Birch Lane with non-slip paint
- Birch Lane**
 - Stencil green backed Shared Lane Markings on Birch Lane from Chapman Place to Clara Lane; place markings to provide southbound wayfinding to Clara Lane
- Birch Lane at Clara Lane**
 - Construct curb extension on northern corner; retain adjacent driveway access
 - Stripe high-visibility yellow crosswalks with curb ramps
 - Stripe red curb at south corner and prohibit parking to improve visibility
 - Repave Birch Lane/Clara Lane along gutter seam to eliminate cracks and bumps
- Pole Line Road at Birch Lane**
 - Restripe crosswalks as high-visibility yellow and install tactile domes
 - Install Assembly D signage in advance of crossing
- Pole Line Road at Loyola Drive**
 - Provide wayfinding
 - Construct curb extension in northeast corner with wide southern curb ramp
 - Reconfigure bicycle push buttons at northeast corner
 - Restripe existing crosswalks as high-visibility white
 - Replace existing "No Right Turn on Red" sign with brighter LED sign
- Baywood Lane at Clemson Drive**
 - Reduce turning radii at north and south east corners
 - Stripe high-visibility yellow crosswalks on north and east legs of intersection
 - Stripe advance stop bar on north leg of intersection
 - Stencil "STOP" on east and south legs of intersection
 - Stripe red curb on north and south eastern corners to improve visibility
 - Replace Assembly D signage with Assembly A on Baywood Lane



Improving *Social* Health: a Restorative City(?)



***Sponsoring
Neighborhood
Courts (DA)***

**Promoting
Mediation and
Community
Dialogues**

**Utilizing
Alternative
Dispute
Resolution
(Police)**

Sponsoring Neighborhood Courts



**Making the
Harms
"Right"**

**Identifying
Systemic
Problems**



Neighborhood Court May Work for You

QUICK RESOLUTION - NO CONVICTION ARREST RECORD SEALED

Neighborhood Court is a pre-charging diversion program based on the principles of RESTORATIVE JUSTICE.

NOTICE! You only have two weeks from the date of arrest to request Neighborhood Court!

contact the DA's office and learn about this program. If you are eligible and you fully participate, your case will be closed and you will not have a conviction. To determine your eligibility,

EMAIL neighborhoodcourt@yolocounty.org or

CALL (530) 681-6323

(Please leave a phone number if you get voicemail)

For more information, go to www.yoloda.org/nc

You MUST appear at the court date on your citation if you do NOT fully participate in neighborhood court.

Neighborhood Court is a project of the Yolo County District Attorney's Office.

Identifying System Problems

PROBLEM STATEMENT

- Downtown abandoned by 30+'s
- VCD doesn't publish rape data
- University covering eyes/ears
- Not attention being paid
- Not enough resources
- Kids are gonna drink
- University profits but doesn't pay
- Student Body ignoring/ignorant of impact of alcohol
- \$ legal consequences
- education "career"
- SJA fees??
- jobs/loans
- charge it w/ enter other than moving no later or parking fee

1/10 of
 framework - behavior - violation - violation

POSSIBLE SOLUTIONS

- More media attention to ↑ community knowledge
- Feels clean
- Enjoyable physical/ambiance
- Vibrant
- Policing to manage sex assault
- Legal opinion about liabilities for public nuisance
- Political problem
- Publicize stats
- Meet w/ Staff for Student Involvement
- Greek Advisors
- ASUCD Leaders
- Grad School Association

More Spread Out

- Feeling of safety
- Bar owners take resp. for problems
 - Avoid incentives to binge

- Pay toilets a la SF
- Toilet trucks by bar owners for weekend
- More available food
- food trucks (dessert truck)

- Mix of ages
- Bar tax
- VCD step up w/ financial contribution
- educational
- Peer age peeps downtown - diffuse situations
- "event managers" "hosts"
- Welcome Wk, Picnic Day

involve bars

- Required education etc, drug, being part of admin. - bka courtesy

Bar responsibility

Robb Davis
Mayor Pro Tempore
City of Davis

RDavis@cityofdavis.org

Inspiring a Culture of Health in Rancho Cucamonga

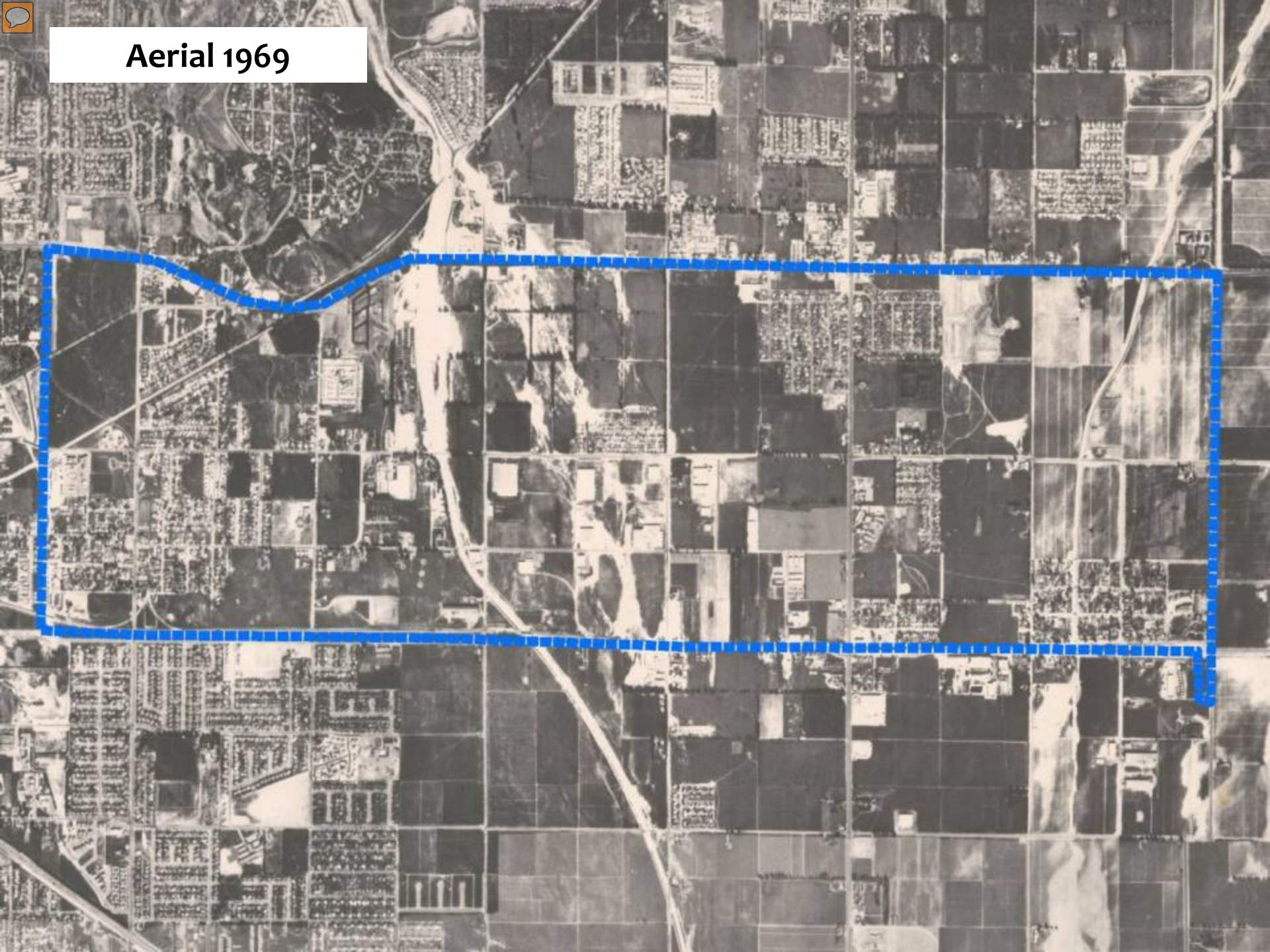
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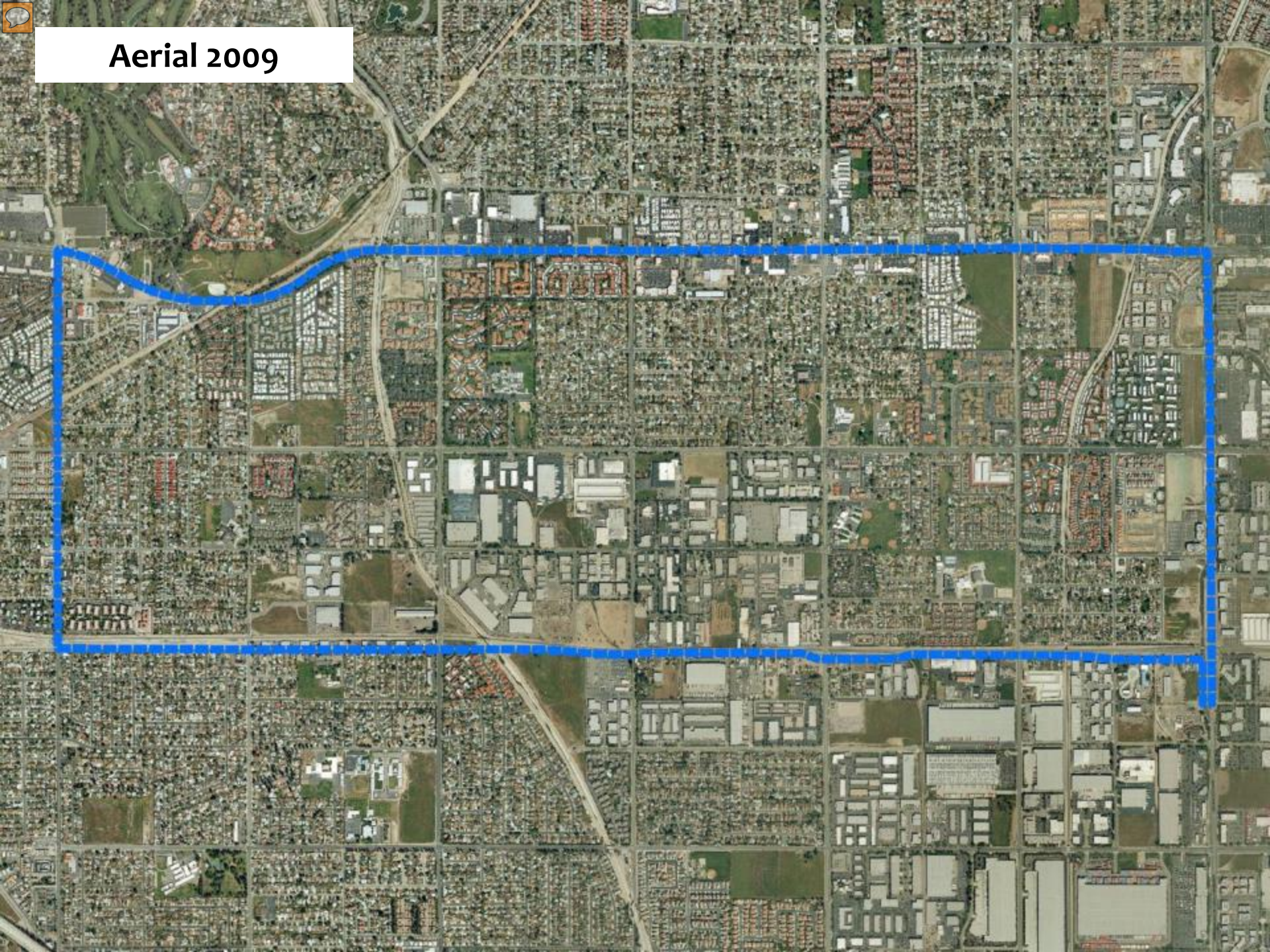




Aerial 1969



Aerial 2009





Healthy Rancho Cucamonga – a community where all generations lead vibrant, healthy, happy lives



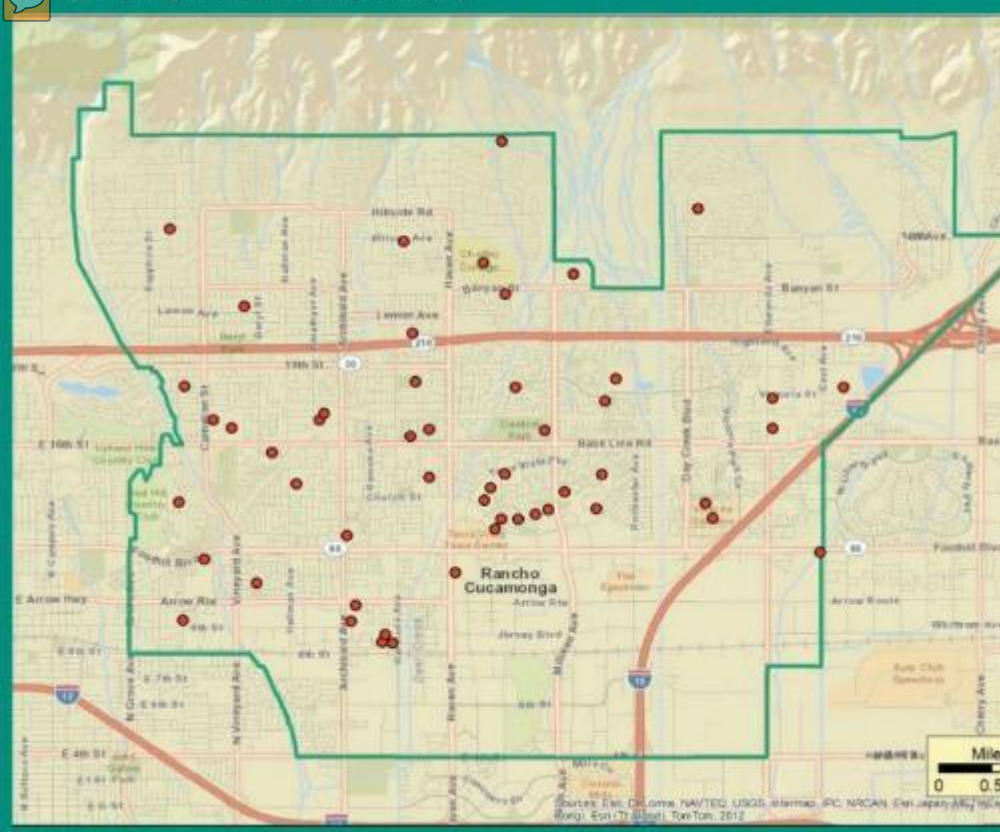
Healthy RC Organizational Chart



Community's Health Priorities

Health Priorities	Priority Sub-Topics
Healthy Eating & Active Living 	<ul style="list-style-type: none">• Healthy Food^{1,2}• Outdoor Recreation^{1,2}
Community Connections & Safety 	<ul style="list-style-type: none">• Housing¹• Violence-free neighborhoods and families¹• Culture of health & community/awareness²
Education & Family Support 	<ul style="list-style-type: none">• Education¹• Youth programs²• Healthcare access²
Mental Health 	<ul style="list-style-type: none">• Anxiety/stress³• Depression³• Substance abuse (including smoking and exposure to secondhand smoke)^{1,3}
Economic Development 	<ul style="list-style-type: none">• Good jobs^{3,2}• Strong local businesses^{3,2}
Clean Environment 	<ul style="list-style-type: none">• Open space conservation¹• Environmental sustainability – including recycling and solar energy^{1,2}
Healthy Aging 	<ul style="list-style-type: none">• Planning for the needs of an increasing older population¹• Older adult programs²• Senior transportation²
Disaster Resiliency 	<ul style="list-style-type: none">• No sub-topics identified





reach of organizations
participating in stakeholder
meetings = **32,660**



Almost 1 in every 5 RC residents!

Strategic Plan

Building Communities

- Everyone has a role
- Everyone has a voice
- Raise awareness of Healthy Cities initiative
- Balance internal & external governance and participation



A Role for Everyone



I wish you could bottle the approach you've taken to sustainable community change...grassroots and 'grasstops' meeting in the middle. Oftentimes the approach is either community or government driven. This is not the case with Healthy RC...it's an approach that we've not seen played out in a lot of communities nationwide, and something that deserves special attention.

- Joanne Lee, Senior Project Officer, Active Living By Design





Community Forums





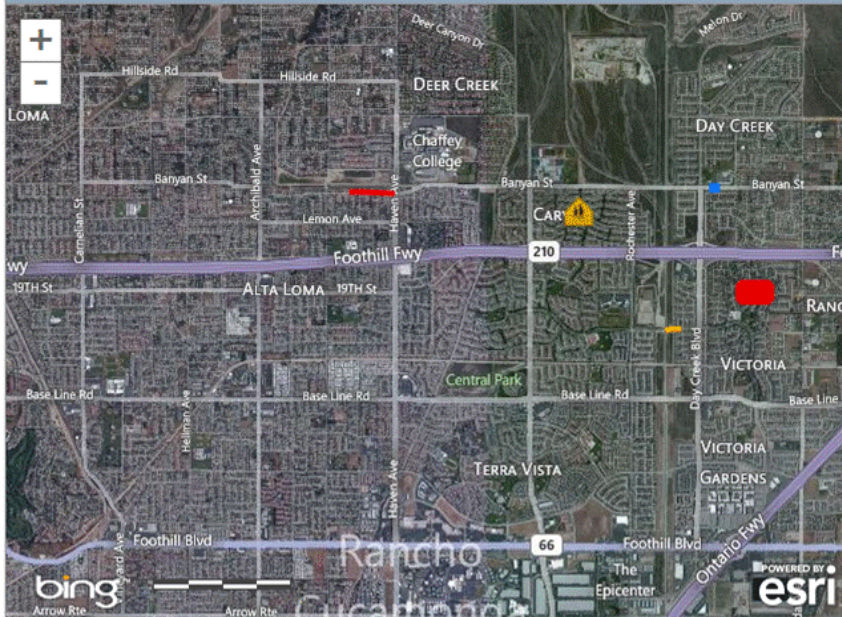
Pop Up RC - Mobile City Hall



GIS

SRTS Map - RC

RC SRTS Locations



Editor

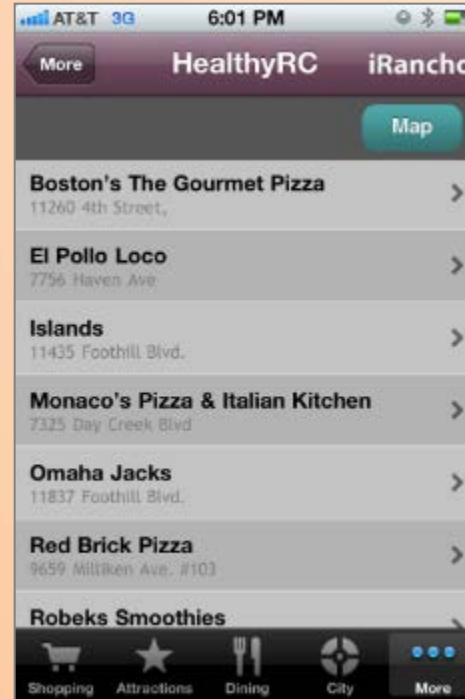
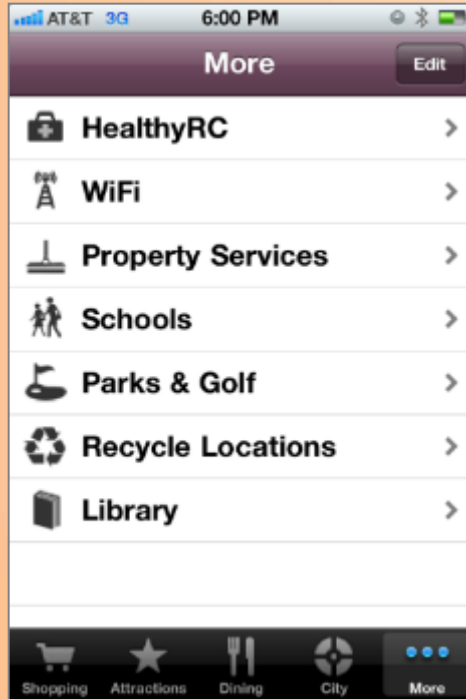
Infrastructure Request

- Infrastructure Request (Yellow line)
- Common Routes (Blue line)
- HighTraffic Line (Blue line)





Mobile Application



Dashboard



Empowering Community Leaders

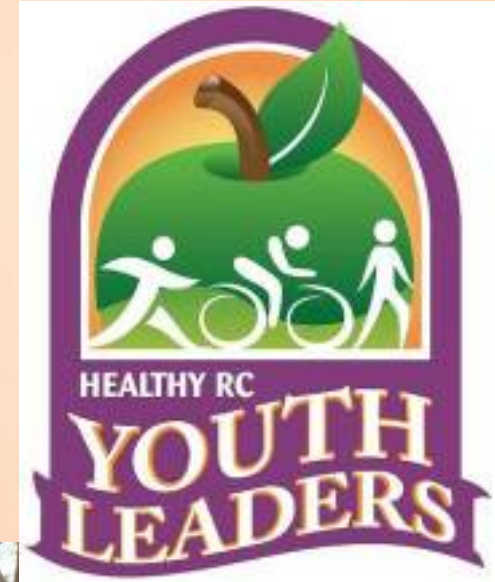
- Community-based Participatory Approach
- Building “**Community Champions**” Recognizes that **EVERYONE** has something to contribute to the process
- Participate in decisions that affect their community
- **Meaningful participation**
- Sense of ownership
- Increases trust and bridges cultural gaps
- **Long-term sustainability**





Empowering Youth Leaders

- Modeled after “Community Champions”
- Competitive process
- Branding Workshops
- Youth empowerment workshops
- Activities:
 - Walkability audits
 - Video development (PSA’s)
 - Park Assessments
 - Assessments for Nutrition & Beverage Standards
 - Farmer’s market evaluation

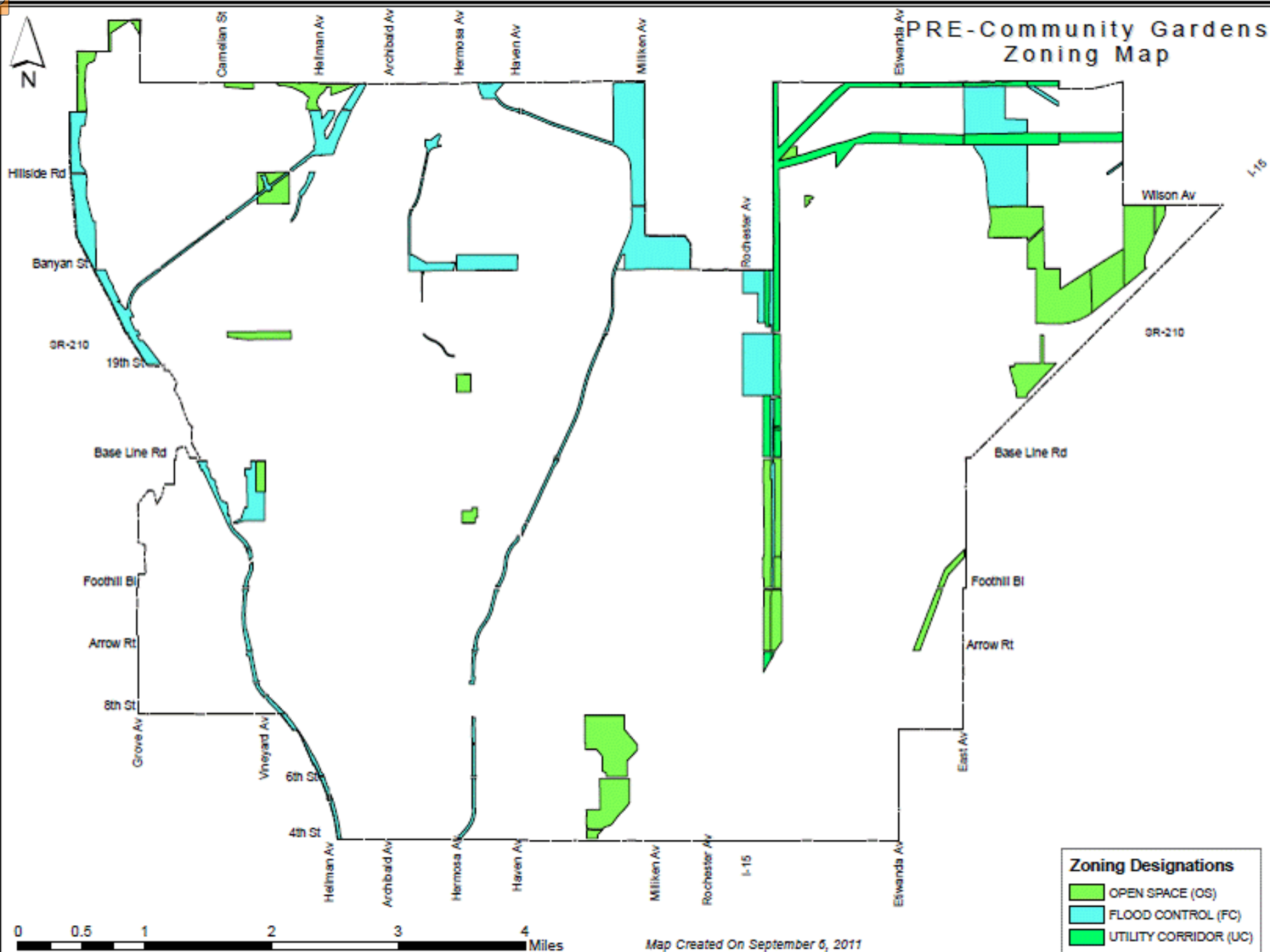




Community Gardens



PRE-Community Gardens Zoning Map

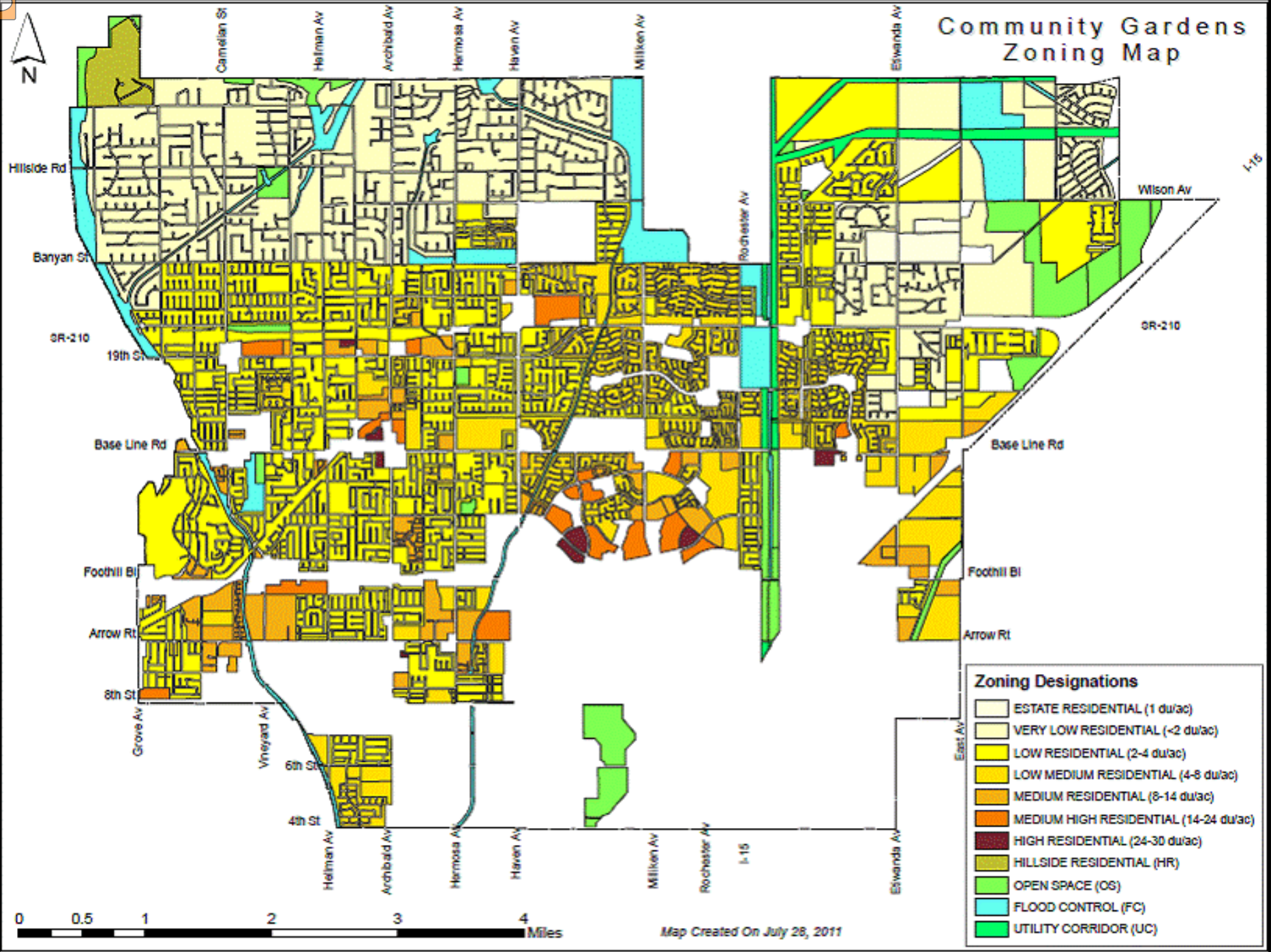


Zoning Designations

- OPEN SPACE (OS)
- FLOOD CONTROL (FC)
- UTILITY CORRIDOR (UC)

Map Created On September 6, 2011

Community Gardens Zoning Map



Zoning Designations

[Light Yellow Box]	ESTATE RESIDENTIAL (1 du/ac)
[Light Yellow Box]	VERY LOW RESIDENTIAL (~2 du/ac)
[Yellow Box]	LOW RESIDENTIAL (2-4 du/ac)
[Yellow-Orange Box]	LOW MEDIUM RESIDENTIAL (4-8 du/ac)
[Orange Box]	MEDIUM RESIDENTIAL (8-14 du/ac)
[Dark Orange Box]	MEDIUM HIGH RESIDENTIAL (14-24 du/ac)
[Dark Brown Box]	HIGH RESIDENTIAL (24-30 du/ac)
[Olive Green Box]	HILLSIDE RESIDENTIAL (HR)
[Light Green Box]	OPEN SPACE (OS)
[Cyan Box]	FLOOD CONTROL (FC)
[Green Box]	UTILITY CORRIDOR (UC)

0 0.5 1 2 3 4 Miles

Map Created On July 28, 2011

Farmer's Markets



Bringing Health Home



NON-TRANSFERABLE
**Farmer's Market
"RC Double Bucks"**

Incentivo "RC Double Bucks" para Mercados Agrícolas

\$1.00
match

Expires
7/31/14

Kaiser
Permanente

Can be redeemed at Farmer's Markets on

Fridays, 10am-2pm

Victoria Gardens: South Main Street

Saturdays, 9am-2pm

Terra Vista Town Center: near Terra Vista 6 Theaters

\$1.00
match

Look for vendors
displaying this image

Busca vendedores
con esta imagen

**BRINGING
HEALTH
HOME**

RC Double Bucks
Accepted Here / Aceptado Aquí

**BRINGING
HEALTH
HOME**

RC Double Bucks
Accepted Here / Aceptado Aquí

www.CityofRC.us/BringingHealthHome



C.A.S.A Healthy Cooking Class



Complete Streets



Safe Routes to School



Safe
Routes
to
School





BEFORE



AFTER



BEFORE



AFTER



Healthy Food and Beverage Policy



Healthy RC Dining



Healthy Cornerstore





Lactation Accommodation Policy & Program

Mother [muhth-er] -noun

1. One person who does the work of twenty... for free.





Next Steps

- **Strategic**
 - Take advantage of new resources and opportunities
- **First Things First**
 - Address priorities in identified in planning process
- **Applied, Practical, & Relevant**
 - Simple ideas to incorporate into busy lives
- **Evaluation**



For More Information about Healthy RC

Visit the Healthy RC Website:

www.HealthyRC.info

Contact:

Erika Lewis-Huntley

Erika.Lewis-Huntley@CityofRC.us

(909) 477-2700 ext.2008





Q&A



ILG Materials & Resources

Healthy Neighborhoods:

www.ca-ilg.org/healthy-neighborhoods

CCS Partnership:

www.ccspartnership.org

**Stretching Community Dollars
Guidebook:**

www.ca-ilg.org/healthy-neighborhoods



Community Wellness: Keys to Success

- **Leadership**
- **Incorporating Partners**
- **Staff Capacity**
- **Engagement of the Public**
- **Tailored Community Approach**
- **Building Momentum**
- **Vision for Community**
- **Achieve Positive Impacts on Community Wellness with Major Strides in Addressing:**
 - Healthy Eating-Active Living
 - Violence Prevention
 - Safety

Thank you!

For more information or to share your community's story, please contact:

Martin Gonzalez

mgonzalez@ca-ilg.org