Community Wellness: Mayors & Councilmembers Creating Healthy & Vibrant Communities

League of California Cities Annual Conference

Institute for Local Government
October 2, 2015
ILG is the non-profit research and education affiliate of
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
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
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.”
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 Health Fair June 15, 2013
City-Wide Biggest Loser
Walk With the Mayor
Hike With the Mayor Pro Tem
Ride With the Mayor Pro Tem
Workouts in the Park
D Street Historical Walk
PARK TRAIL SIGNAGE
The President's Challenge Awards
2013 Recognition
“A New You for 2014” Park Workouts
Pet Parade and Expo
LIVE WELL SOCCER CAMP
LIVE WELL
Skate Tournament
2015
NUTRITION EDUCATION AT LOCAL SCHOOLS
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
Live Well Perris
FREE WORKOUTS ARE BACK!
Instructor: Laura Sosa
Perris Green City Farm Program

Live Well Perris
“Inspiring healthier lifestyles in our community”
Community Engagement & Nutrition Education
Live Well Perris
“Inspiring healthier lifestyles in our community”

Perris Green City Farm Program

Trade Produce and Market Locally
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:

Percent of Students Walking or Biking to School
(Based on classroom tallies, April 2015)

Elementary Schools

Junior High Schools

* Oct 2013
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 intersection.
- Observe the three-minute loading zone and do not leave your car.
- Please do not enter the school parking lot to drop-off or pickup 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 medians.
- 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)
- Enroll Area
- Parks and Open Space
- School
- Crosswalk
- Multi-use Path
- Bicycle Parking
- Traffic Signal
- All-Way Stop

Davis
California
Audit Planning Uses
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
You have two weeks from the date of arrest to determine your eligibility and request Neighborhood Court by contacting the Yolo County District Attorney’s Office. You may be eligible to quickly resolve your misdemeanor or infraction case without going to Criminal Court or Traffic Court. It is in your best interest to 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.

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!
Identifying System Problems

**Problem Statement**
- Downtown abandoned by 30's
  - UCD doesn't publish rape data.
- University covering eyes/cars
  - Not attention being paid
  - Not crisis resources
  - Kids are gonna drink
  - University profits, but doesn't pay
- Student Body ignorant/ignorant of impact of alcohol
  - Legal consequences
  - Education career
  - SWA fees
  - Jobs/loans ever changed

**Possible Solutions**
- Feeling of safety
- Bar owners take responsibility for problems
- Paid by tablets, a.k.a. SP
- Toilet facilities by bar owners for Bar
- Respondability

**Required action**
- Strategy, planning, funding of center, vision, reactivity

**Vivid**
- Social unrest, social unrest
- Legal opinion, closed liabilities for public guidance
- Political problem
- Publicized states
- Meet w/...
Robb Davis
Mayor Pro Tempore
City of Davis
RDavis@cityofdavis.org
Inspiring a Culture of Health in Rancho Cucamonga

League of California Cities Annual Conference
October 2, 2015
Healthy Rancho Cucamonga – a community where all generations lead vibrant, healthy, happy lives
<table>
<thead>
<tr>
<th>Health Priorities</th>
<th>Priority Sub-Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Eating &amp; Active Living</td>
<td>- Healthy Food(^1,2)</td>
</tr>
<tr>
<td></td>
<td>- Outdoor Recreation(^1,2)</td>
</tr>
<tr>
<td>Community Connections &amp; Safety</td>
<td>- Housing(^1)</td>
</tr>
<tr>
<td></td>
<td>- Violence-free neighborhoods and families(^3)</td>
</tr>
<tr>
<td></td>
<td>- Culture of health &amp; community/awareness(^2)</td>
</tr>
<tr>
<td>Education &amp; Family Support</td>
<td>- Education(^1)</td>
</tr>
<tr>
<td></td>
<td>- Youth programs(^2)</td>
</tr>
<tr>
<td></td>
<td>- Healthcare access(^2)</td>
</tr>
<tr>
<td>Mental Health</td>
<td>- Anxiety/stress(^3)</td>
</tr>
<tr>
<td></td>
<td>- Depression(^3)</td>
</tr>
<tr>
<td></td>
<td>- Substance abuse (including smoking and exposure to secondhand smoke)(^1,8)</td>
</tr>
<tr>
<td>Economic Development</td>
<td>- Good jobs(^3,2)</td>
</tr>
<tr>
<td></td>
<td>- Strong local businesses(^3,2)</td>
</tr>
<tr>
<td>Clean Environment</td>
<td>- Open space conservation(^1)</td>
</tr>
<tr>
<td></td>
<td>- Environmental sustainability – including recycling and solar energy(^3,2)</td>
</tr>
<tr>
<td>Healthy Aging</td>
<td>- Planning for the needs of an increasing older population(^1)</td>
</tr>
<tr>
<td></td>
<td>- Older adult programs(^2)</td>
</tr>
<tr>
<td></td>
<td>- Senior transportation(^2)</td>
</tr>
<tr>
<td>Disaster Resiliency</td>
<td>- No sub-topics identified</td>
</tr>
</tbody>
</table>
Strategic Plan

reach of organizations participating in stakeholder meetings = 32,660

Almost 1 in every 5 RC residents!
Building Communities

• **Everyone** has a role
• Everyone has a voice
• Raise awareness of Healthy Cities initiative
• Balance internal & external governance and participation
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
Mobile Application

[Images of mobile application interfaces and features]

HealthyRC
WiFi
Property Services
Schools
Parks & Golf
Recycle Locations
Library

More

HealthyRC
iRancho

Boston's The Gourmet Pizza
11260 4th Street

El Pollo Loco
7796 Haven Ave

Islands
11435 Foothill Blvd

Monaco's Pizza & Italian Kitchen
7325 Day Creek Blvd

Omaha Jacks
11437 Foothill Blvd

Red Brick Pizza
9459 Mission Ave, #103

Robeks Smoothies

More

Shopping
Attractions
Dining
City

More

Shopping
Attractions
Dining
City

Add Photo

Select Report Type

Tap To Select Location

Tell us more about the location

Tell us more about the issue

Contact Info
First Name

Submit

Report Type Required

More
Dashboard

Welcome to the City of Rancho Cucamonga's Public Safety Performance Dashboard. This dashboard features data about one of the most important services our City provides for its citizens: Public Safety. In order to create and maintain a community where residents and visitors feel safe and protected, we are collecting information, establishing goals, and sharing our progress about many important aspects of the tremendously valuable services provided by our Fire Protection District and Police Department. Please take a moment to read more about each of our goals and click on each tile to explore the data we're collecting and the strategies we've outlined for a safe and healthy community.

Police and Traffic Safety

- Response Times: 4.44 minutes
- Crime Reduction: 12,664 annual incidents
- Traffic Safety: 1,068 incidents

Fire and Emergency Services

- Calls for Emergency Service: 7,995 calls
- High Hazard Inspections: 351 inspections
- Emergency Preparedness: 2,447 people
- Community Awareness: 11,222 people
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
Bringing Health Home

NON-TRANSFERABLE
Farmer’s Market
“RC Double Bucks”
Incentivo “RC Double Bucks” para Mercados Agrícolas

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
Expires 7/31/14
Kaiser Permanente

Look for vendors displaying this image
Busca vendedores con esta imagen

RC Double Bucks
Accepted Here / Aceptado Aquí

www.CityofRC.us/BringingHealthHome
C.A.S.A Healthy Cooking Class
Complete Streets
Safe Routes to School
Healthy Food and Beverage Policy
Healthy RC Dining

Salads
- Spinach & Cranberry with Balsamic vinaigrette on Red Wine Vinaigrette & Feta 6.99
- Goat Cheese with jalapenos on Red Wine Vinaigrette & Feta 7.99

Healthy Hits
- Chicken & Broccoli 9.99
- Asian Glazed Salmon 14.99
- Shrimp Sichele Pasta 14.49
- Whole Wheat Florentine Pizza 9.99
- Margarita Flatbread 9.99

Entrées
- Top Sirloin with au jus and steamed broccoli 17.79
- Ocean Grilled Salmon with lemon and Dijon mustard 16.49

Kids Menu
- Chicken Stix with 1 option below $6.19
  - Macaroni and cheese
  - Broccoli
  - Coleslaw

Healthier Options are approved by a Registered Dietitian.

www.healthyrc.info
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