

GREEN COMMUNITIES AND EQUITABLE ECONOMIC DEVELOPMENT

*Improving Well-being through Sustainability, Broad Inclusivity,
and Innovative Collaboration*

August 25th, 2020

www.countyhealthrankings.org



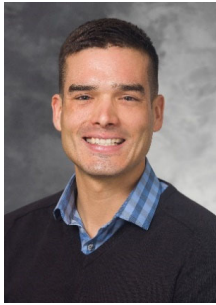
Support
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County Health Rankings & Roadmaps is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

YOUR PRESENTERS AND FACILITATORS



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Network Strategist



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City Manager
City of Gonzales, California

LEARNING OUTCOMES FOR TODAY



Describe the intersection between economic development, climate and environment, and equity



Identify process for launching a green initiative that brings together environmental responsibility and social equity



Identify strategies for authentic community engagement, innovative collaboration and multi-sector partnerships

JOIN US FOR MORE DISCUSSION – TODAY!

- ▶ **When:** Immediately following the webinar
- ▶ **What:** Interactive learning experience, opportunity to share ideas and ask questions
- ▶ **How:** Videoconference and/or phone via Zoom
- ▶ **Why:** Deepen the webinar learning, allow further exploration



Menominee Nation 2015

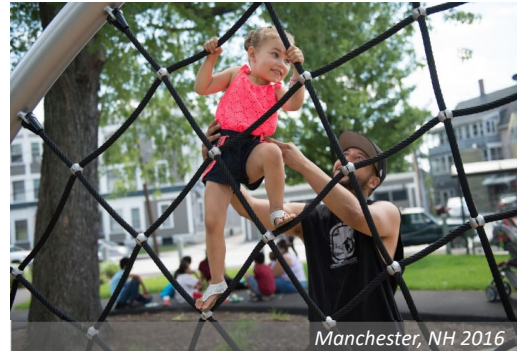
WHY WE DO WHAT WE DO

Improve Health Outcomes & Advance Health Equity

WHAT DO WE MEAN BY HEALTH EQUITY?

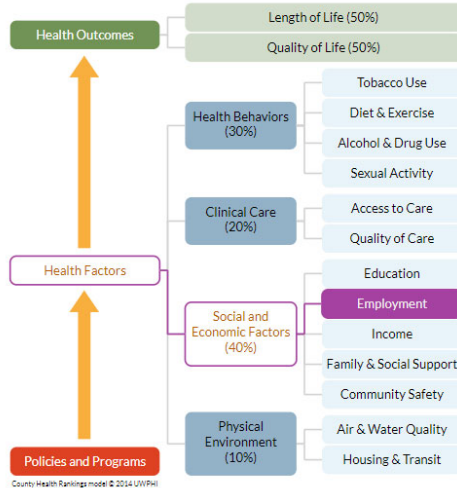
Health equity means that everyone has a fair and just opportunity to be healthy.

This requires removing obstacles to health such as poverty and discrimination while creating access to good jobs with fair pay, quality education and housing, safe environments, and quality health care.



HOW WE SUPPORT COMMUNITIES





Employment

Employment provides income and, often, benefits that can support healthy lifestyle choices. Unemployment and under employment limit these choices, and negatively affect both quality of life and health overall. The economic condition of a community and an individual's level of educational attainment both play important roles in shaping employment opportunities.

[Learn More](#)

Employment Measures

Our Rankings show how healthy a community is as well as indicators for future health. This provides a starting point for action on improving health for all. Dig deeper into the measures below to learn more about our approaches to measuring health.

Unemployment

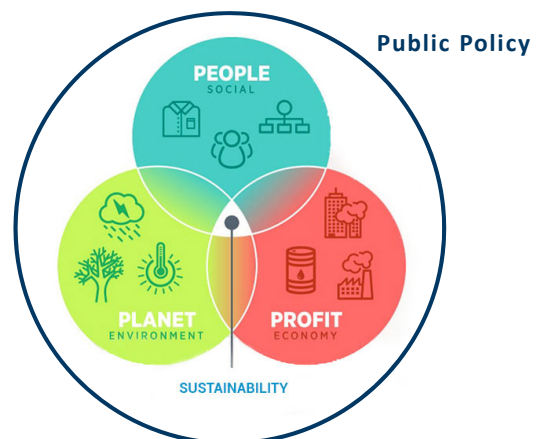
Percentage of population ages 16 and older unemployed but seeking work. [Learn more >](#)

* Additional Measure (not included in ranks)

HEALTH, ENVIRONMENT AND THE ECONOMY

- ▶ **Triple Bottom Line:** all three areas intersect and are governed by public policy
 1. Planet: climate and environment
 2. People: health, social and well-being
 3. Profit: economic development and growth
- ▶ Economic development and growth ≠ environmental degradation
- ▶ Environmental sustainability and protection can contribute to equitable economic development if framed and regulated by effective policy

Triple Bottom Line



Source: J. Elkington (OMCD Group)

EQUITABLE GROWTH = JUST AND FAIR INCLUSION

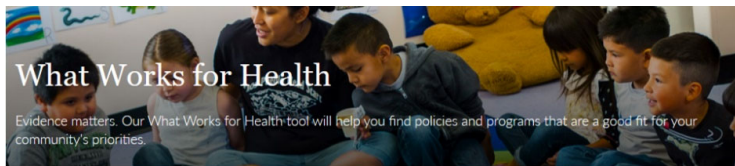
Key equitable growth strategies

1. Grow industries and businesses that create good accessible jobs
2. Support entrepreneurs of color and business ownership in low-income communities
3. Leverage regional investments and planning for equitable growth
4. Remove barriers to employment: criminal records, undocumented status, and structural racism and implicit bias
5. Raise the floor on existing low-wage work
6. Connect workers to job opportunities in good careers
7. Strengthen the pre-K to career education pipeline

Source: <https://www.policylink.org/resources-tools/advance-equitable-growth-in-regions>



EVIDENCE: WHAT WORKS FOR HEALTH



Find Strategies by Topic

Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
<ul style="list-style-type: none">Alcohol and Drug UseDiet and ExerciseSexual ActivityTobacco Use	<ul style="list-style-type: none">Access to CareQuality of Care	<ul style="list-style-type: none">Community SafetyEducationEmploymentFamily and Social SupportIncome	<ul style="list-style-type: none">Air and Water QualityHousing and Transit

- ▶ Menu of policy and program ideas
- ▶ Evidence & disparity ratings
- ▶ Implementation resources

[CountyHealthRankings.org/WhatWorks](https://www.CountyHealthRankings.org/WhatWorks)

County Health Rankings & Roadmaps
Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

Evidence Ratings

- **Scientifically Supported:** Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.
- **Some Evidence:** Strategies with this rating are likely to work, but further research is needed to confirm effects. These strategies have been tested more than once and results trend positive overall.
- **Expert Opinion:** Strategies with this rating are recommended by credible, impartial experts but have limited research documenting effects; further research, often with stronger designs, is needed to confirm effects.
- **Insufficient Evidence:** Strategies with this rating have limited research documenting effects. These strategies need further research, often with stronger designs, to confirm effects.
- **Mixed Evidence:** Strategies with this rating have been tested more than once and results are inconsistent or trend negative; further research is needed to confirm effects.
- **Evidence of Ineffectiveness:** Strategies with this rating are not good investments. These strategies have been tested in many robust studies with consistently negative and sometimes harmful results. Learn more about our methods

Scientifically Supported

Strategies with this rating are most likely to make a difference. These strategies have been tested in many robust studies with consistently positive results.

Health Factors

- Employment

Decision Makers

- Business
- Government

Saved Strategies (1)

Impact on Disparities

Likely to decrease disparities

Implementation Examples

Legislation guarantees paid leave for eligible employees in California, New Jersey, New York, and Rhode Island and several cities across the country, including New York City and San Francisco (NCSU-PFL resources¹, LAW-Resources²). Washington state and Washington DC's programs will go into effect in 2020 (NCSU-PFL resources¹), and the program in Massachusetts will begin paying leave benefits in 2021 (MA-Lawyer³). State legislation pre-empts local laws related to leave in 13 states (Grassroots Change⁴).

Five states (California, New Jersey, New York, Rhode Island, and Hawaii) also provide paid maternity leave through state-level Temporary Disability Insurance programs (PWVF-706⁵).

The US is the only OECD country that does not provide paid parental leave (Adema 2016⁶).

Implementation Resources

NCSU-PFL resources¹ - National Conference of State Legislatures (NCSL). Paid family leave resources.

NCSU-State leave laws¹ - National Conference of State Legislatures (NCSL). State family medical leave and parental leave laws.

CA EDD-Family leave¹ - State of California Employment Development Department (EDD). Paid family leave.

NJ LWD-Family leave¹ - State of New Jersey Department of Labor and Workforce Development (LWD). Family leave insurance.

RI TDI-Paid leave¹ - Rhode Island (RI) Temporary Disability Program, RI paid leave.

LAW-Resources² - Legal Aid at Work (LAW). Work & Family.

Citations - Evidence +

Citations - Implementation Examples +

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SAVE, DOWNLOAD, AND SHARE STRATEGIES

My Saved Strategies

Your saved strategies will stay in the browser until you clear the cookies in your browser.

Select strategies to export (3 selected)

Export file will include titles, summaries, and the website location for each strategy. [Email](#) [Download](#)

- College access programs (view strategy)
- Active recess (view strategy)
- Community policing (view strategy)

[Select All](#) [Unselect All](#)

- ▶ Keep track of strategies you want to explore
- ▶ Share selected strategies via email
- ▶ Download to print or share

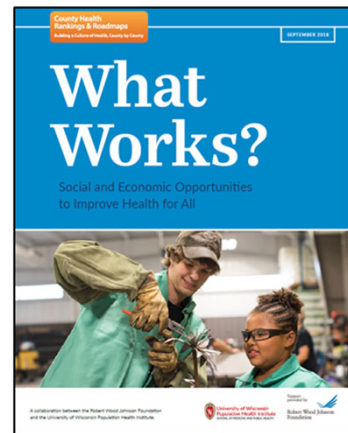
CLIMATE CHANGE STRATEGIES IN WWFH

- ▶ Keyword search “climate change” tag
- ▶ Results: 31 strategies
- ▶ You can filter by *Topic* or *Decision Maker*
- ▶ Check the *Impact on Disparities* to apply an equity lens
- ▶ Reference table of strategies provided as a webinar resources today
- ▶ *Coming soon!* Curated list of climate change and environment strategies on CHR&R website

The screenshot shows a search interface for 'climate change' strategies. On the left, there are filters for 'Topic' and 'Decision Maker'. The 'Topic' filter includes categories like 'Air and Water Quality (10)', 'Alcohol and Drug Use (0)', 'Community Safety (3)', 'Diet and Exercise (14)', 'Education (0)', 'Employment (0)', 'Family and Social Support (1)', 'Housing and Transit (14)', 'Income (0)', 'Quality of Care (0)', 'Sexual Activity (0)', and 'Tobacco Use (0)'. The 'Decision Maker' filter includes 'Business (16)', 'Community Development (14)', 'Community Members (10)', and 'Educators (6)'. The main content area displays '31 Strategies matching "climate change"'. It lists four strategies: 'Vehicle anti-idling initiatives', 'CAFO regulations', 'Farm to school programs', and 'Zoning regulations for land use policy'. Each strategy includes a brief description and evidence levels (e.g., 'Some Evidence', 'Expert Opinion', 'Scientifically Supported').

REPORT: SOCIAL AND ECONOMIC OPPORTUNITIES

- ▶ **Education:** Invest in education from early childhood through adulthood to boost career readiness
- ▶ **Income and employment:** Increase or supplement income and support asset development in low income households
- ▶ **Family and social support:** Foster social connections within communities and empower and engage youth with opportunity



ABOUT GONZALES, CA

- ▶ Located in the Salinas Valley, 20 miles south of Salinas, CA, the “Salad Bowl of the World”
- ▶ Population 8,479
- ▶ 90% Hispanic heritage
- ▶ 1/3 of the residents under the age of 18
- ▶ 1 in 4 residents live at or below the national poverty level



THE GONZALES WAY

- ▶ Love. Care. Connect.
- ▶ A Can-Do Spirit of Collaboration
- ▶ Our Way of Doing Business
- ▶ We Listen and We Try and Understand
- ▶ The Importance of Access (ex. technology and healthcare)



COMMUNITY ENGAGEMENT APPROACH

We Aim to Engage Community at All Levels

- ▶ Gonzales Youth Council
- ▶ Youth Commissioners
- ▶ Rec programming
- ▶ Senior Citizens
- ▶ Monolingual Spanish Speaking Community



G3 INITIATIVE GUIDING PRINCIPLES

Environmental Responsibility

- Do the Right Thing

Economic Vitality

- Diversify and Grow

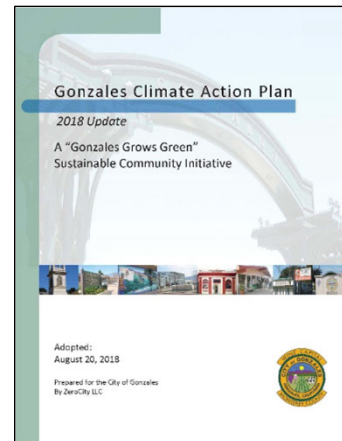
Social Equity

- Educate, provide context and relevancy for all City residents



ENVIRONMENTAL RESPONSIBILITY

- ▶ 2011 General Plan Sustainability Element
- ▶ 2013 Climate Action Plan
- ▶ Focus on Renewable Energy
- ▶ Monterey Bay Community Power
- ▶ Energy Audit of all City Facilities (resulted in solarizing most of our facilities)
- ▶ Finalizing the Agreement to Develop a Microgrid
- ▶ Gonzales has exceeded goals for reducing its carbon footprint.



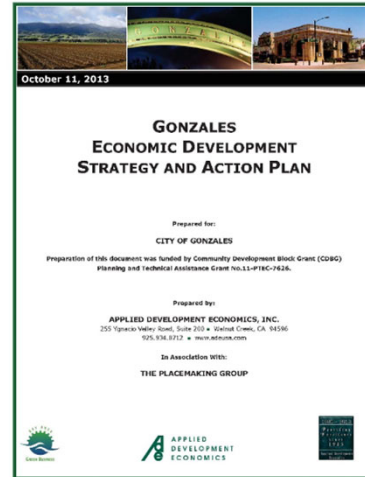
ENVIRONMENTAL RESPONSIBILITY

- ▶ Erected Two Wind Turbines
- ▶ Ban on Single-use Plastic Bags
- ▶ Launched a “no-straw” Campaign
- ▶ School District Recycling Programs
- ▶ Environmental Leadership Academy
- ▶ “Solar-ready” Ordinance
- ▶ Offer Recycling/Sustainability Services by the City’s Sustainability Consultant to all Businesses at No Charge.
- ▶ Willingness to learn and adopt to what resonates with our community. No size or message fits everyone!

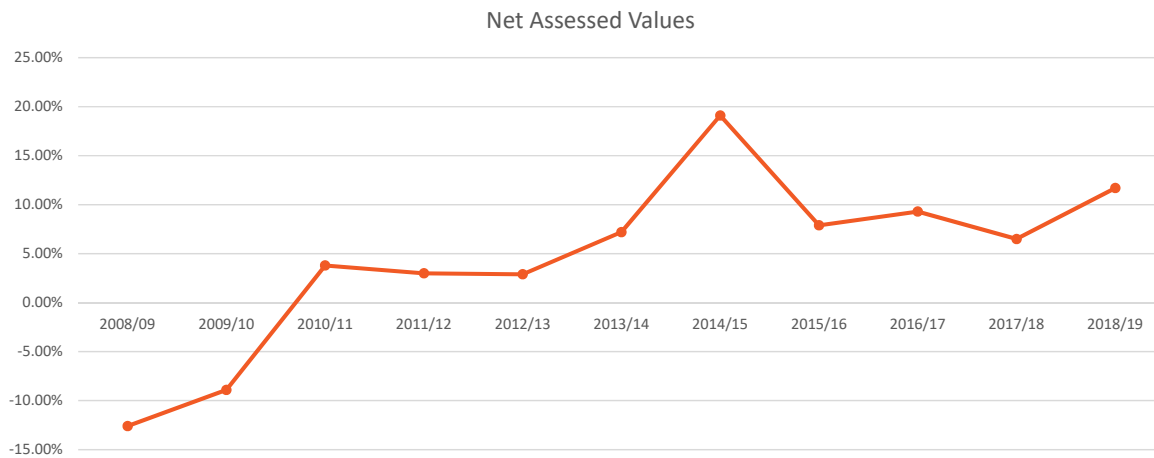


ECONOMIC VITALITY

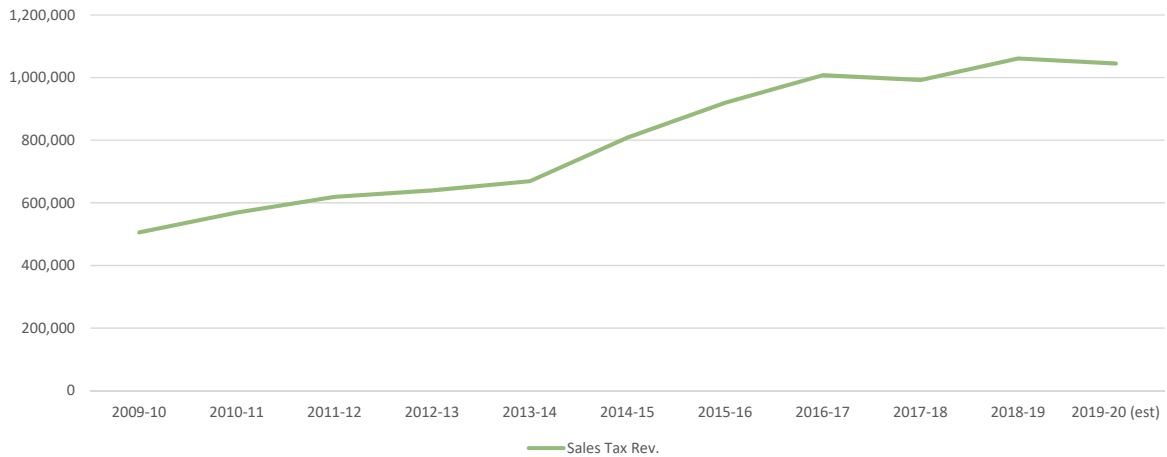
- ▶ 2013 Economic Development Strategy and Action Plan
- ▶ Job Creation Through Partnerships
- ▶ Small business Growth Through Low Interest Loan Program
- ▶ Partnered and Incentivized Business (wind turbines, free recycling audits, etc.)
- ▶ Tax Base Growth



PROPERTY TAX ANNUAL % GROWTH



SALES TAX REVENUE GROWTH



SOCIAL EQUITY

- ▶ 2012 Community Health Assessment
- ▶ Internet for All Initiative
- ▶ Friends, Family and Neighbors Playgroup Program
- ▶ City Funded Summer Camps and After School Programs
- ▶ Champion Higher Ed and Opportunity
- ▶ Develop and Maintain Strong Partnership with School District



SYSTEMS APPROACH

Participate in the Efforts that Best Fit Your Community

- ▶ Health in All Policies (HiAP)
- ▶ Bright Beginnings (Early Childhood Initiative)
- ▶ Collective Impact
- ▶ Workforce Development
- ▶ Don't be afraid to lead and be proactive
- ▶ Important to Develop and Enter in Cooperative/Partnership Agreements
- ▶ Engage in Public-Private Partnerships
- ▶ Cultivate the Right Partners

HEALTH EFFORTS – HIAP PROCESS

- ▶ Partnership with the Monterey County Health Department to lead the effort
 - Leveraged local expertise
 - Jointly funded an internship position
 - Got out of the way of the process
- ▶ 2018 Added Health and Wellness Element in the Gonzales General Plan (Deliberate Community Engagement Process)
 - First City in Tri-County area to adopt a Health Element to the General Plan



CONNECTION HEALTH AND CITY GOVERNMENT



- ▶ Activated around the results of the Health Assessment
- ▶ Partnered with County Health
- ▶ Tackled/Activated Around Increasing Access to Health Care (City Council set Priority)
- ▶ Partnered with a Local Property Owner

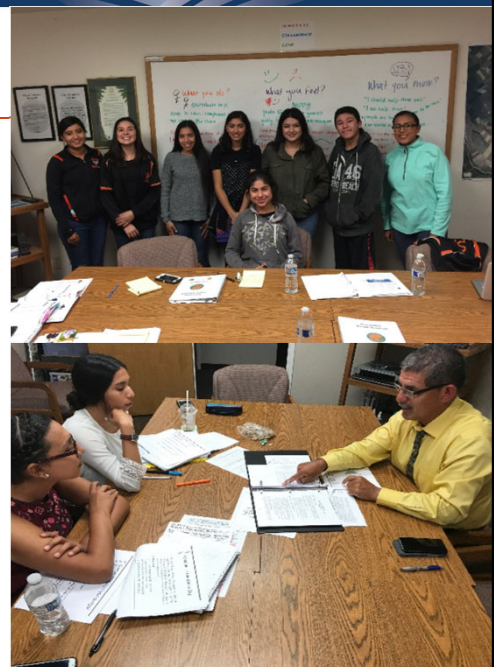


- ▶ Began Aggressively Recruiting Health Assets: Similar Approach to Recruiting Business
- ▶ Jointly Pursued Funding and Partners
- ▶ Leveraged Existing City Owned Property
- ▶ Used City's Small Business Development Loan Program



YOUTH AND GOVERNMENT

- ▶ 2013 Established Gonzales Youth Commissioners (Formal Youth Voice with City Council and School Board)
- ▶ 2014 Established Gonzales Youth Council
 - 2 representatives from each age group 7th thru 12th grades
- ▶ City Summer (paid & non-paid) Internship Program
- ▶ Youth Commissioners Summer Leadership Fellowship
- ▶ Engage & Develop Partnerships with Higher Education



SHIFTS DURING COVID

- ▶ Internet for All
- ▶ Little Free Pantry Project
- ▶ Rental/Mortgage Assistance Funds
- ▶ Basic Food Assistance
- ▶ Mental Health Youth Survey lead by the GYC
- ▶ Phone Calls to our Senior Residents and all Businesses to Check In
- ▶ Expedited Small Business Loans
- ▶ Virtual Community Town Halls (Span. & Eng.)
 - BLM Conversations with City Manager and Police Chief
 - Community Center Complex

CULTURE OF RESILIENCE

- ▶ Governments must be Nimble and Innovative
- ▶ Willingness to Learn and Grow
- ▶ Leverage Community Assets and Resources
- ▶ Work to Develop Collaborative Relationships with Residents and Partners
- ▶ Engage Non-Traditional Partners
- ▶ Engage, Listen and Take a Longer-Term View
- ▶ Don't Get Discouraged: Like any meaningful relationship the process will have its ups and downs
- ▶ Constant Engagement of Your Policy Makers

SETBACKS AND CHALLENGES

- ▶ Needs Will Always Be Present - Need to Prioritize
- ▶ Limited Local Nonprofit Resources
- ▶ Shift Not Only Organizational Culture, but Community Culture & Expectations
- ▶ Earn Trust & Build Meaningful Engagement
- ▶ It Takes Time



SUCCESSES

- ▶ Expanded Access to Healthcare
- ▶ Increase in Tax Base
- ▶ Reduced Greenhouse Emissions by 19.1%
- ▶ By Dec. 2020 1,555 New Jobs Will be Created (Approx. 19% of City's Total Population)
- ▶ Increase in Youth Programs and Engagement
- ▶ 2017 First Recipient of the Monterey County Business Council Economic Vitality Award
- ▶ 2018 Champion of Children Award for the city's Health and Wellness Element
- ▶ 2019 Robert Wood Johnson Foundation Culture of Health Prize



LESSONS LEARNED

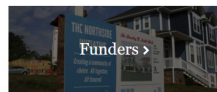
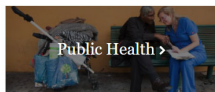
- ▶ Build Authentic Collaborations with Multi-Sector Partners
 - Relationships, Relationships, Relationships
- ▶ Apply, Monitor and Maintain an Equity Lens
- ▶ Intentionally Engage Community Throughout Entire Process
- ▶ Look for Opportunities to Engage Policy Makers



WHO TO WORK WITH: PARTNER CENTER

What roles do you play in your community?
Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



- ▶ Provides guidance around:
 - Why different sectors might care about creating healthy communities
 - What they can do
 - How to engage them

★ **TIP:** If you don't see yourself in any of the sectors listed in the Partner Center, start with Community Members.

HIGHLIGHTED GUIDANCE: ACTION LEARNING GUIDES

- ▶ Self-directed learning on specific topics
- ▶ Blend guidance, tools, and activities for hands-on practice and reflection
- ▶ Topics include:
 - Introduction to Equity
 - Partnering With Residents
 - Getting Started With Policy Change

Action Learning Guides

Dig into specific topics with a blend of guidance, tools, and hands-on practice and reflection activities.



Introduction to Equity

Ready to learn more about equity and how it applies to your community? This Action Learning Guide includes guidance, tools, and examples to explain what equity is, why it matters, and how it relates to health. It will help you get started with understanding key terms and concepts and where to begin to take action.

[Read more >](#)



Partnering With Residents

Engaging community members, especially people most often left out or unheard, is an essential part of improving health outcomes and advancing equity in communities. The guidance, tools, and examples here will help you engage and partner with community residents in a meaningful way.

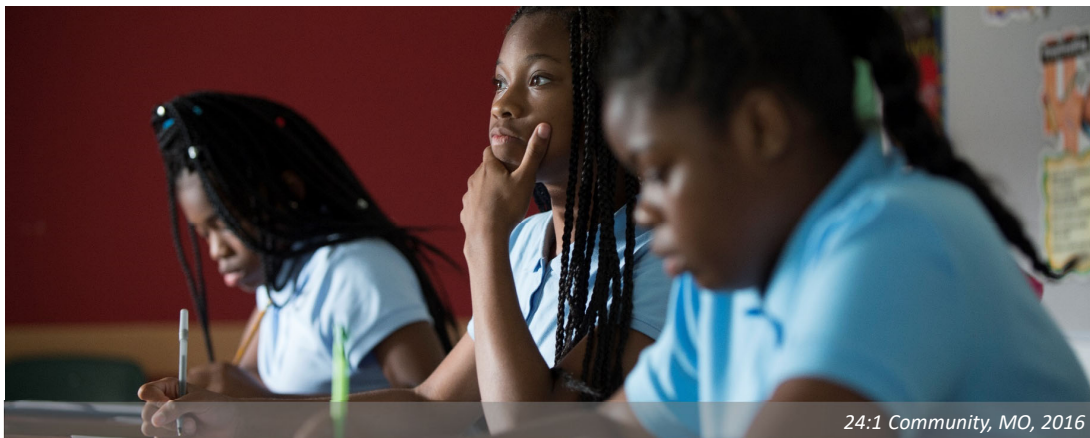
[Read more >](#)



Getting Started With Policy Change

Ready to be an agent of change in your community? This Action Learning Guide includes guidance, tools, and examples you find here will help you get started with policy change and ensure your efforts are grounded in equity.

[Read more >](#)



24:1 Community, MO, 2016

WE WANT TO HEAR FROM YOU!

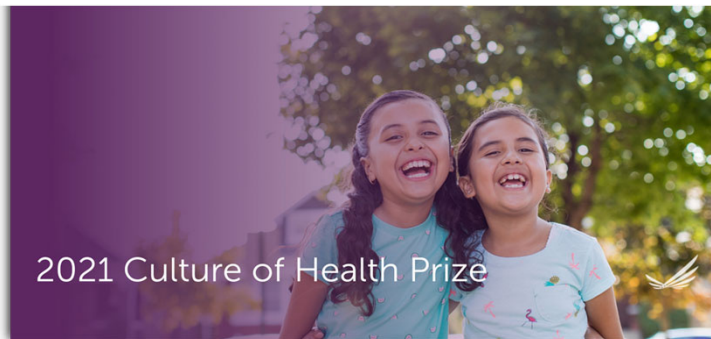
Click the link to answer a few questions about today's webinar



Let's hear from you...

CALL FOR APPLICATIONS

The RWJF Culture of Health Prize honors and elevates communities working at the forefront of advancing health, opportunity, and equity for all.



To learn more about the Prize application process, Prize criteria, and Prize-winning Communities, visit:

www.rwjf.org/Prize

The 2021 Call for Applications deadline is **October 15, 2020, 3pm ET.**

DISCUSSION GROUP:

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- ▶ **How:** videoconference
- ▶ **Who:** YOU! (Space is limited)



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JOIN US FOR A DISCUSSION GROUP NOW!
REGISTRATION LINK IN CHAT



THANK YOU!