GREEN COMMUNITIES AND EQUITABLE ECONOMIC DEVELOPMENT

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

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www.countyhealthrankings.org
YOUR PRESENTERS AND FACILITATORS

Justin Rivas  
Network Strategist

René L. Mendez  
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

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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

DATA  EVIDENCE  GUIDANCE  STORIES
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

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**Public Policy**

- **People**
  - Health
  - Social well-being

- **Planet**
  - Environment

- **Profit**
  - Economic development

**Sustainability**

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

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

CountyHealthRankings.org/WhatWorks
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.

SAVE, DOWNLOAD, AND SHARE STRATEGIES

- 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

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

- 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 resounds 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

Net Assessed Values

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?

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.
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

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

THANK YOU!