



Coachella Fiesta de la Salud #3 Summary

Community Health and Wellness General Plan Element Public Workshop

Thursday, September 20, 2012

Project Overview

The City of Coachella is updating their General Plan, which includes a Community Health and Wellness Element. The City of Coachella recognizes that city planning policy and design decisions directly and indirectly influence the community's health outcomes through the physical, economic, and social environment. This general plan update, and especially the Health Element will set a framework for a future healthy Coachella. As part of this process the City is working with other community partners funded by the California Endowment including:

- California Rural Legal Assistance (CRLA)
- Inland Congregations United for Change (ICUC)
- The Riverside County Department of Public Health
- Consejo de Federaciones Mexicanas en Norteamerica (COFEM)

The consulting firm Raimi + Associates is supporting the City's efforts on the entire General Plan Update Process including the Community Health and Wellness Element.

Workshop Purpose and Overview

The Fiesta de la Salud #3 took place on Thursday, September 20, 2012 from 6:00pm-8:30pm in the Bobby Duke Middle School Cafeteria. Ninety-four participants signed-in. There may have been more people in attendance since some families in attendance only had one person sign-in for the entire family. The purpose of the workshop was to:

- Provide an update to the community on the content in the Health Element
- Present and obtain feedback on the Draft General Plan

The meeting portion of the meeting began with opening remarks from Coachella Development Services Director Luis Lopez, Mayor Eduardo Garcia, and Margarita Luna from the California Endowment.

Presentation

Beth Altshuler and Matthew Burris, from Raimi + Associates, presented a project overview and update on the status of the planning process in Coachella, reviewed comments we heard at the last two Health Element community workshops (Fiesta de la Salud #1 and #2), and explained the format and contents of the General Plan and the Community Health and Wellness Element goals.

Interactive Stations

Beth Altshuler explained instructions for each of the seven interactive stations around the room where participants could provide input and then participants were instructed to visit each of the seven stations which included:

- Station 1: Community Participation
- Station 2: I Commit to be a Healthier Me!
- Station 3: Guiding Principles
- Station 4: Healthy Neighborhoods
- Station 5: Jobs, Retail, and Economic Development
- Station 6: Climate Change
- Station 7: Transportation and Safety

An image of each station board, instructions, and results can be found below. Boards that have numbers in between the English and Spanish options represent the number of dots people placed at that item. The italicized bullet points below each board image are comments written by individual workshop participants on the flip chart paper or post-it notes at each station. Each station was staffed by at least two people who are knowledgeable in the topic areas (and at least one of whom is bilingual in English and Spanish).

After participants finished the interactive voting exercise, they were served dinner, and listened to summaries of station results from the facilitators. Following the report back summary, the County Public Health Department raffle winners were announced and people were free to socialize and visit community booths in the open house.

STATION 1: COMMUNITY PARTICIPATION

ESTACIÓN 1: PARTICIPACIÓN COMUNITARIA

How should the City engage the Community in the planning process? (Place a dot next to your top 3).	Vote Here! Vota aquí!	¿Cómo debe la Ciudad de involucrar a la comunidad en el proceso de planificación? (Marque con un punto sus primeras 3 elecciones)
1. Regularly update the City's website on future development projects and General Plan progress.	10	1. Actualizar regularmente el sitio web de la Ciudad en futuros proyectos de desarrollo y el progreso del Plan General.
2. Send emails about upcoming events and decisions related to community health.	14	2. Enviar correos electrónicos acerca de los próximos eventos y decisiones relacionadas con la salud comunitaria.
3. Send emails about development projects and health-related City Council items.	2	3. Enviar correos electrónicos sobre los proyectos de desarrollo y temas del Concilio Municipal relacionados con la salud.
4. Expand the role of a City Commission to review and advise on health and wellness policies and decisions.	10	4. Ampliar el papel de una Comisión de la Ciudad para revisar y asesorar sobre las políticas de salud y bienestar y decisiones.
5. Post General Plan (and Health Element) information on Facebook and/or Twitter.	5	5. Información en Facebook y / o Twitter acerca del del Plan General (y el Elemento de Salud)
6. Organize annual General Plan progress meetings.	11	6. Organizar reuniones anuales tratando el progreso del Plan General.
7. Organize health workshops or trainings to improve the health knowledge of Coachella families.	24	7. Organizar talleres de salud o entrenamientos para mejorar el conocimiento de la salud de las familias de Coachella.
8. Organize walking, bicycling, and other active living events.	38	8. Organizar caminatas, paseos en bicicleta, y otros eventos de vida activa.
9. Organize healthy eating/cooking educational events.	19	9. Organizar eventos educativos tratando el cocinar y comer saludablemente.
10. Host public neighborhood meetings for major zoning changes or development projects.	16	10. Dándole lugar a reuniones de vecindad públicas para cambios de zonificación principales o proyectos de desarrollo.

“Station 1: Community Participation” asked, “How should the City engage the community in the planning process?”. The top three Community Participation methods were:

- ✓ 8. Organize walking, bicycling, and other active living events;
- ✓ 7. Organize health workshops or training to improve the health knowledge of Coachella families;
- ✓ 9. Organize healthy eating/cooking educational events.

The following are individual community members’ suggestions for Community Participation efforts:

- CVUSD Partnership
- Speak/host at our churches
- Neighborhood focus groups
- Music groups participation
- Artist group/paints/pencils etc.
- Promote culture
- Send notices through the mail



Station 2: "I Commit to be a Healthier Me!", showed a tree with leafless branches. At the station there were numerous blank paper leaves, pens, and tape. Community members were asked to write down a positive health commitment on a leaf and post it on the tree. The following are health changes that community members committed to:

- 1) Eat healthy and take daily walks
- 2) Run until I almost faint
- 3) Walk daily
- 4) Walk once a week
- 5) Stop drinking Coca Cola
- 6) Work out more and eat healthy
- 7) Morning stretch and exercise
- 8) Exercise more and eat healthier
- 9) Walk 5 times a week at the park
- 10) Walk more often
- 11) Morning stretch and exercise with family
- 12) Fix my bike and ride it after I finish my homework
- 13) Run at least once a week
- 14) Not eat greasy food and eat healthy
- 15) Exercise and eat more fruits and vegetables
- 16) Walk with my momma in the morning every day
- 17) Eat less and more healthy
- 18) Eat healthy, exercise and lose weight
- 19) Eat healthier and have more family time
- 20) Eat more healthy and less junk food
- 21) Walk every day, play sports, and eat healthier
- 22) Walk more often and eat healthier
- 23) Eat more fruits and vegetables
- 24) Get enough sleep through the night
- 25) Eat more organic food and more exercise
- 26) Eat healthy like salads and exercise
- 27) Run once a week, eat more greens and don't skip breakfast
- 28) Go out biking with the family and spend more time outdoors

At “Station 3: Guiding Principles”, participants were asked to place a sticker dot next to their top five principles.

The top five principles were:

- ✓ 12. A city of education and learning;
- ✓ 3. A complete city where people can live, work, and play;
- ✓ 7. A healthy city;
- ✓ 9. A walkable city; and
- ✓ 19. A city with rich, healthy natural resources.

There were no individual community member comments for the Guiding Principles Station.

For “Station 4: Healthy Neighborhoods”, participants were asked to place a sticker dot next to their top five neighborhood characteristics/policies. The top five were:

- ✓ 4. Require developers to plant more street trees
- ✓ 10. Build schools and neighborhoods within walking distance of each other;
- ✓ Create Streets with wider sidewalks on both sides of the street;
- ✓ 9. Allow neighborhood retail in residential areas of within close walking distance of homes; and
- ✓ 11. Preserve agricultural uses on the outskirts of town.

The following are individual community member comments from the Healthy Neighborhoods Station:

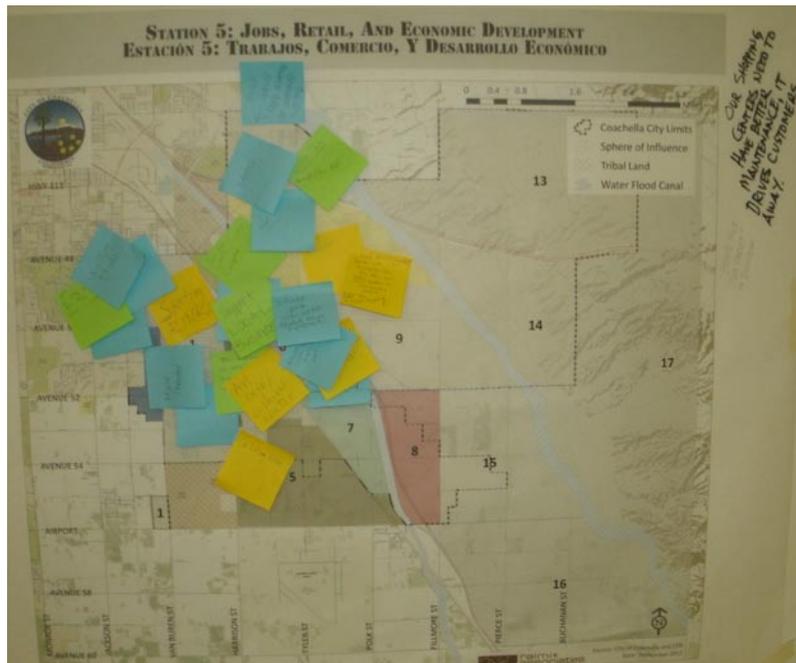
- *Fix our streets and sidewalks*
- *Create bike lanes so people can also have a safe way to be healthy around the city*
- *Light up streets to encourage walking and avoid illegal activity*
- *No smoking in public parks*
- *We need a new library*
- *No hobos sleeping in parks*
- *Walking lane to new Rancho Las Flores park*
- *Healthy food options- veggies grown without pesticides*
- *Take the heat in consideration for “walking distance”*
- *#11. Preserving our agricultural land is important but so is investing/bring our own produce back to our communities*
- *Expand indoor recreation for youths-bigger buildings*
- *Organic foods*
- *Don't allow developers abandon communities, make them responsible for problems like vandalism, empty properties, etc. (we want beautiful communities)*

At “Station 5: Jobs, Retail and Economic Development”, the map board illustrates economic development subareas in colors (and other types of areas in grey). Each subarea on the map and the accompanying board describes the vision for the colored economic development areas in the city. While this station was just educational and did not ask residents any specific questions, the station encouraged residents to ask City staff questions about the vision and write comments on the map and/or on flip chart paper. The comments included:

- Bigger and better library with more technology and more books
- Fitness center / Gym
- Fitness park with outdoor shaded fitness and equipment

- Skating rink
- Indoor sports complex
- Walking trails/ Build trails- take advantage of natural setting
- Studios (dance, theater, comedy music etc.)
- More bus stops
- Movie theater
- Art café
- Hotel
- Drive-in
- Wal-Mart, Target
- Building a Wal-Mart will hurt local businesses
- Support local businesses / More mom and pop shops / Help businesses stay in town
- More jobs=people keeping their homes
- Multicultural businesses
- A Lego shop

- Mall
- Less expensive and healthier restaurants
- More vegetarian and alternative healthy restaurants (not typical Mexican foods that contribute to our diabetes and high blood pressure)
- Support collectives
- Banks
- Bigger stores to bring more jobs and we would stop leaving our taxes in other cities
- Farmers Market
- *Cultural center - a theater like the IPAC but WAY better in an awesome location (not a movie theater)
- Fun festivals
- Tax incentives to attract businesses to vacant parcels
- Agriculture has pesticides so CHANGE



For “Station 6: Climate Change”, participants were asked to place sticker dots on their top five strategies. The top five were:

- ✓ 6. Require new buildings to have solar panels;
- ✓ 11. Work with Riverside County to create programs to address health impacts of changing climate, including extreme heat, poor air quality, and disease transmission;
- ✓ 14. Increase the community’s recycling rates;
- ✓ 3. Create energy efficiency education programs to inform community members about energy efficiency in their homes; and
- ✓ 5. Create funding programs to help community members purchase solar panels.

The following are individual community member comments from the Climate Change Station. Most received additional sticker dot votes show as the number in parenthesis:

- *Wasted water- reduce (1)*
- *Better water conservation measures- campaigns city should lead (3)*
- *Solar on all public buildings*
- *Solar for energy home by 2035 (7)*
- *Educational piece- teach how to conserve water*

For “Station 7: Transportation and Safety Station”, workshop attendees were asked to identify those locations at which there were either a pedestrian/bicycle safety issue (red dot) or a perceived/actual concern related to crime and personal safety. These results could then be used to identify barriers to bicycle and pedestrian travel.

The following intersections and streets were identified as being unsafe for pedestrians and cyclists due to traffic:

- Ave. 48 and Calhoun St.
- Van Buren St. between Ave. 48 and 52
- Van Buren St. and Ave. 49
- Van Buren St. and Ave. 50
- Frederick St. between Ave. 49 and Ave. 50
- Ave. 50 between Van Buren St and Harrison St.
- Ave. 51 and Frederick St.
- Ave. 52 between Jackson St. and Hwy 111
- Harrison St. between Ave. 50 and Ave. 53
- Valley Rd.

The following intersections and streets were identified as being unsafe for pedestrians and cyclists due to crime:

- Ave. 48 and Van Buren St.
- Calhoun St. between Ave. 48 and Ave. 50
- Ave. 50 between Van Buren St. and Harrison St.
- Ave. 51 and Mecca Ave.
- Bagdouma Park
- Ave. 52 and Tripoli Way
- Shady Lane and Bagdad Ave
- Shady Lane and Ave. 53

Community members also posted general comments about issues or suggestions for various areas around the city. These comments are listed below.

Area	Comment
<i>Avenue 49/Hwy 111</i>	<i>Need more lighting and a bike lane. Streets need to be filled in, people fall.</i>
<i>Avenue 49/Frederick</i>	<i>Need sidewalks</i>
<i>Avenue 50/Frederick</i>	<i>Problem with dogs (not stray); someone bit by a dog while jogging</i>
<i>Avenue 50/Calhoun</i>	<i>Need speed bumps</i>
<i>Avenue 51</i>	<i>No sidewalks</i>
<i>Avenue 51/Van Buren</i>	<i>Not safe to be out walking or biking after dark because there are a lot of empty lots and not enough lighting</i>
<i>Van Buren/Coral Mountain Academy</i>	<i>Children get out of school and cross the street with no crosswalk. Parents will park in dirt area to pick up kids where it is unsafe because of passing traffic</i>
<i>Avenue 52/Jackson</i>	<i>I often see students cycling to or from school</i>
<i>Avenue 51/Frederick</i>	<i>Extend Frederick to Avenue 52</i>
<i>Avenue 53/Harrison</i>	<i>Lots of dogs</i>

The following are individual community member comments that apply to the entire city:

- Lighting
- Bike Lanes
- Signage
- Traffic Calming
- Dust from empty lots
- Sidewalks
- Trash
- Graffiti
- Dogs without leashes
- Mechanics working in front of their houses
- Extension of Frederick Street
- Railroad crossing at Ave 52

