

Agenda Report

TO: CITY COUNCIL DATE: JANUARY 8, 2001

FROM: CYNTHA J. KURTZ, CITY MANAGER

SUBJECT: AUTHORIZATION FOR SUBMITTAL OF RENEWAL APPLICATION TO THE CALIFORNIA HEALTHY CITIES PROJECT AND ADOPTION OF A RESOLUTION FOR CONTINUED PARTICIPATION IN THE CALIFORNIA HEALTHY CITIES PROJECT FOR THE PERIOD JANUARY 1, 2001 THROUGH DECEMBER 31, 2001

RECOMMENDATION

It is recommended that the City Council:

1. Adopt a resolution supporting continued participation in the California Healthy Cities for the period January 1, 2001 through December 31, 2001; and
2. Authorize the City Manager to execute an agreement with California Healthy Cities and Communities to continue participation in the California Healthy Cities Project and execute license agreement for the use of the program logo and related materials.

BACKGROUND

Pasadena has participated in the California Healthy Cities Project since 1989 with a focus on (1) identifying and prioritizing quality of life issues in Pasadena; (2) measuring and updating quality of life indicators via the Pasadena *Quality of Life Index*; and, (3) using quality of life indicators for planning, policy development and resource allocation.

Originally published in December 1992 under the leadership of the Pasadena Public Health Department, the Quality of Life Index assesses Pasadena's baseline status on more than 55 indicators that reflect a broad interpretation of health. The Index covers areas such as community safety, recreation, substance abuse and the economy. The Index was developed with considerable community input in defining and prioritizing quality of life issues, and operationalizing the "quality" issues into measurable indicators.

Since its publication, the Quality of Life Index has helped to inform decision-making of multiple sectors of the Pasadena community. Specifically, the Quality of Life Index has (1) guided the development of health policy in the areas of tobacco control, alcohol availability and black infant health; (2) provided a framework for planning and priority setting within local organizations and agencies (e.g., Community Housing Services -- Pasadena Head Start, Pasadena Council on Alcoholism and Drug Dependency); (3) served as a priority-setting document for the allocation of Community Development Block Grant funds by the Northwest Commission; (4) assisted city departments and community organizations in grant writing and resource development efforts; and (5) provided a base for initial work on developing a performance-based budget.

For the past four years, the Pasadena Healthy Cities Project has been affiliated with the Pasadena/Altadena Health Partnership, a local project of The California Wellness Foundation's statewide Health Improvement Initiative. This year's goals are to complete the revision of the *Quality of Life Index* and begin a community-wide effort to promote use of the Index and increase awareness of its value to the community. Staff will again work with a Steering Committee comprised of individuals from city departments and various community organizations whose expertise will contribute to the success of this project and the completion of its goals.

Continued participation in the California Healthy Cities Project requires that staff submit a renewal application and work plan, and comply with the Healthy Cities Project Participation Agreement requirements, which include:

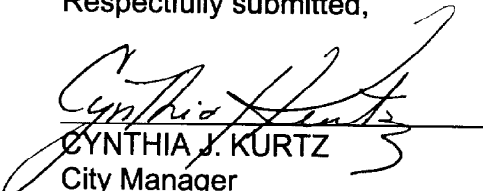
- Attending Project-sponsored regional meetings;
- Participating in the evaluation of the Project, both statewide and locally;
- Sharing resources, strategies, and experiences with projects in other cities as well as the statewide Project; and
- Reporting progress of local activities to the statewide Project, which will require the submission of two progress updates and one final report.

California Healthy Cities and Communities will provide \$15,000 for the project for calendar year January 1, 2001 through December 31, 2001 to offset participation requirements.

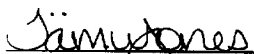
FISCAL IMPACT

One half of the estimated revenues and appropriations for this project have been included in the Public Health Department's FY 2001 Adopted Budget under the Health Promotion and Policy Development Budget Account #565500. The remaining \$7,500 will be recognized in the FY 2002 Proposed Budget.

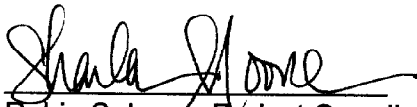
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

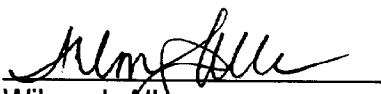
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