

Agenda Report

TO: CITY COUNCIL

DATE: April 27, 1998

FROM: CYNTHIA J. KURTZ, ACTING 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 FISCAL YEAR 1999

RECOMMENDATION

It is recommended that the City Council:

1. Adopt a resolution supporting continued participation in the California Healthy Cities Project for Fiscal year 1998-99, a project which employs a broad-based public policy approach to promote community health and well-being;
2. Direct staff to apply for California Healthy Cities Project continuation and participate in activities as required by the Project Participation Agreement; and
3. Authorize the City Manager or designee to sign all documents and enter into all agreements necessary to carry out this project.

BACKGROUND

The City of Pasadena has been engaged in measuring quality of life as a means to inform decision making for the past decade. Pasadena has been a participant in the California Healthy Cities Project since 1989 and has focused on (1) identifying and prioritizing quality of life issues in Pasadena; (2) measuring and updating quality of life indicators (the Pasadena *Quality of Life Index*); and (3) using quality of life indicators for planning, policy development and resource allocation.

The Quality of Life Index, originally published in December 1992 under the leadership of the Pasadena Public Health Department, assesses Pasadena's baseline status on 55+ indicators which reflect a broad interpretation of health. The Index covers areas such as community safety, recreation, substance abuse and the economy. The Index was developed through a process which involved considerable community input in (a) defining and prioritizing quality of life issues, and (b) operationalizing the "quality" issues into measurable indicators.

Leadership for coordinating the Pasadena Healthy Cities Project shifted to the City Finance Department in 1994 in an effort to foster use of the indicators for resource allocation purposes.

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In addition to the Index update, a matrix was developed in 1994 to help identify community priorities by analyzing the relative frequency of Quality of Life Index outcomes/indicators in other policy, planning and priority setting documents developed by local organizations.

Since its publication, 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.

In fiscal year 1997-98, coordination of the Pasadena Healthy Cities Project shifted back to the Public Health Department. The project is now under the umbrella of the Pasadena/Altadena Health Partnership, funded by The California Wellness Foundation. The goal for the upcoming year is to impact and strengthen decision-making which promotes a healthy quality of life by effectively focusing plans, programs, and policies to produce desired community outcomes. The objective will be to create a new set of Quality of Life indicators by deleting ineffectual indicators and develop new ones to assess issues not included in the original report.

To renew our participation in the California Healthy Cities Project, Council must adopt a resolution which supports a broad-based policy approach to promoting community health and well-being. Additionally, staff must submit a renewal application and work plan, and comply with the Healthy Cities Project Participation Agreement requirements, which state that the City will:

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

In addition, the City will again work with a Steering Committee comprised of individuals from city departments and various community organizations who have expertise in areas that will contribute to the success of this project and the completion of its goals.

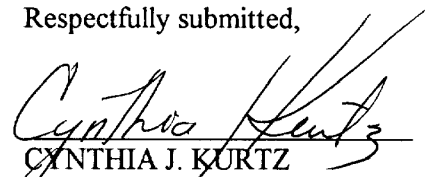
Upon adoption of the Resolution authorizing continued participation in the California Healthy Cities Project, the City will apply for a grant as part of the renewal application. The potential award of \$7,500 would be appropriated to Budget Account to cover the cost of .25 FTE Graduate Management Intern. The Graduate Management Intern is budgeted as a .75 FTE. The remaining .50 of this FTE will be funded through the grant from The California Wellness Foundation and a grant from Community Visions Unlimited. In addition to the budgeted intern, staff has recruited significant volunteer assistance from the steering committee members to support this effort.

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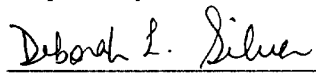
FISCAL IMPACT

This action by the City Council will have no fiscal impact since estimated revenues and appropriations for this project have been included in the Public Health Department's FY 1999 Recommended Budget under the Health Promotion and Policy Development Budget Account #565000.

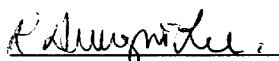
Respectfully submitted,


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