



California Healthy Cities  
and Communities

# IMPROVING LIVABILITY IN HEALTHY CITIES GRANT PARTICIPANT PROFILES

## Chino

Chino is located in the rapidly growing Inland Empire Region of San Bernardino County. Chino's updated General Plan will have as its focus the improvement of public health, with goals and policies to ensure that Chino residents, across the age span, live in a safe and healthy environment. City leaders, in conjunction with the Healthy Chino Coalition, have worked to improve the health of Chino residents through community-based physical activity, nutrition promotion and improvements in the built environment. Participants in the *Chino Walks* have a goal of walking to the moon and have currently logged 51,123,615 steps (25,566 miles) over a course of 10 months!

## Goals

Chino is looking ahead ten or more years to harness future opportunities and address priorities among its older adult population. The process includes gathering information on existing and planned older adult services in Chino and neighboring communities. A citywide survey is soliciting direct input from residents regarding priorities for housing, transportation, programs, services and other quality of life issues. Findings are being incorporated in the General Plan update with specific recommendations being considered by the City Council.

## Demographics<sup>1</sup>

Population: 81,224

Median Age: 30.9 years

Median Household Income: \$66,568

Ethnic Diversity:

White 51%	Asian/Pacific Islander 6%
Black 7%	Latino (any race) 56%
Other/Multi-Race 35%	

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## Citrus Heights

Incorporated in 1997, the City of Citrus Heights is located in the northeast portion of the Sacramento Metropolitan Area and has the highest population density in the region. Consistent with the City's history of inclusion and collaboration, Citrus Heights residents participated in drafting the General Plan, identifying quality of life expectations, defining the city's vision and mission, and establishing priority areas to enhance quality of life. Healthy City activities in Citrus Heights have included clean up and beautification programs, leadership development, safety programs and more. The latest Healthy City initiative just completed was a survey and outreach effort leading up to the development of a pedestrian master plan targeting the rapidly growing older adult population, as well as people with disabilities, in the hopes that it will serve all its residents. The City also has worked on creating a community garden and accessible route plans to services for the older adult and disabled populations.

## Goals

Building on previous accomplishments, Citrus Heights is increasing participation of older adults in policy development and advocacy by increasing involvement in city and regional planning issues. The City is developing a Green Planning Academy curriculum geared toward older adult residents which would emphasize smart growth and green environmental approaches to home, community and self-management/wellness. In addition, the City will engage prospective participants, neighborhood leaders and stakeholders in the Academy curriculum development and in the City's General Plan Update, slated for commencement in mid-2009.

## Demographics<sup>1</sup>

Population: 81,824

Median Age: 36 years

Median Household Income: \$49,636

Ethnic Diversity:

White 81%	Native American 1%
Black 2%	Asian/Pacific Islander 4%
Other/Multi-Race 12%	Latino (any race) 15%

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## Selma

Selma is located in the heart of the San Joaquin Valley, one of the fastest growing areas in California. Selma began its Healthy City's work using the Center for Civic Partnership's Community Compass®, a visioning, assessment, and action planning tool. Selma's Healthy Youth Lifestyles program, to increase youth safety through visual and performing arts and volunteer service, was Selma's response to the community's youth development priority. The latest Healthy City initiative helped Selma conduct a survey on the housing, transportation, health and service interests of this rapidly growing population. Selma's survey included current and "future seniors" i.e., 45-55 year olds, to plan for the changing interests of the next generation of older adults. Focus groups were also conducted to ascertain more detailed and contextual data on housing and transportation. Results from the survey and focus groups were incorporated into the Housing Element of the City's General Plan Update. Selma also established a Senior Advisory Committee to help guide planning for older adults.

## Goals

Building on last year's success, the City of Selma is creating a pilot education program for transportation options to Fresno. Based on survey and focus group data collected, City department heads will continue to layout City plans in preparation for the aging of its population. The City is also working on expanding the resource center offerings at the City's Senior Center to include more lifelong learning and volunteer opportunities, as well as access to exercise/fitness and fall prevention resources for older adults.

## Demographics<sup>2</sup>

Population: 19,444

Median Age: 28.4 years

Median Household Income: \$34,713

Ethnic Diversity:

White 44%	Native American 2%
Black 1%	Asian/Pacific Islander 3%
Other/Multi-Race 50%	Latino (any race) 72%

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## Willits

The City of Willits lies in the center of rural Mendocino County, 35 miles east of the Pacific Ocean and 150 miles north of San Francisco. The greater Willits area is comprised of the City of Willits, Brooktrails and surrounding unincorporated county land. Willits has an impressive history of undertaking innovative strategies toward improving community health in partnership with talented, energetic, and visionary local groups. Willits' proactive and collaborative approach to building a healthier community began in 1999 with a three-day Walkable Communities Workshop. In June 2008, Willits became the newest California Healthy City.

## Goals

To improve community safety and access to services, while offering opportunities to increase physical activity, Willits will complete a Bicycle and Pedestrian Specific Plan (BPSP). There is a great need for a BPSP since most goods that are generated in or destined for northwestern California pass through Willits' Main Street, which is also US Highway 101. Once adopted by the City Council, the BPSP will become an amendment to the City's General Plan, giving it the jurisdictional authority to coordinate and guide all bicycle and pedestrian-related plans, programs, and projects for Willits.

## Demographics<sup>2</sup>

Population: 5,073

Median Age: 35.8 years

Median Household Income: \$26,283

Ethnic Diversity

White 83.7 %	Native American 3.5 %
Black 0.6 %	Asian/Pacific Islander 1.2%
Other/Multi-Race 3.8%	Latino (any race) 14.7%

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<sup>1</sup>Source: US Census Bureau, 2006 American Community Survey (available for cities greater than 65,000 population)

<sup>2</sup>Source: US Census Bureau, 2000 Census

California Healthy Cities and Communities is one program of the Center for Civic Partnerships. For more information on the Center and its other programs, visit our website at [www.civicpartnerships.org](http://www.civicpartnerships.org) or call (916) 646-8680.

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