

SUMMARY

Health and Sustainability Fair

Morgan Park

November 2, 2013 ♦ 12 noon – 4:00 P.M.



BALDWIN PARK

growing healthier • greener • stronger

Introduction

On November 2, 2013, the City of Baldwin Park hosted a Health and Sustainability Fair in conjunction with the *Celebrate Baldwin Park Carnival* at Morgan Park. The purpose of the fair was to build upon the input received from the stakeholder interviews conducted in June of 2014 and public comments made at the July 25 Taste of Baldwin Park event. Through all of these public outreach activities, the City looks to identify community priorities for moving Baldwin Park toward healthier and more sustainable practices, both at a civic level and for the community as a whole. The information collected during this community outreach effort will be used to develop of the Health and Sustainability Element of the General Plan.

This summary report provides:

- A description of the outreach strategy used to promote the event
- A description of the fair format
- A record of findings and results from the input gathered during the fair
- Appendices presenting workshop materials

Workshop Outreach

A press release advertising the Health and Sustainability Fair was published in the fall edition of *Baldwin Park Now*, posted on the project website and the City's web-based calendar, and announced at City Council meetings. A flyer promoting the event was also developed and distributed via:

- Schools within the Baldwin Park Unified School District (sent home with every elementary school child)
- Baldwin Park public facilities
 - Parks
 - City Hall
 - Teen Center

Workshop Format

The Health and Sustainability Fair was held in conjunction with the Celebrate Baldwin Park Carnival at Morgan Park. The fair event consisted of a booth located just outside the entrance to the carnival. Materials included informational display boards and interactive activities. Both City staff and members of the project consultant team staffed the event during its entirety. People entering and leaving the carnival were asked to visit Health and Sustainability Fair booth and participated in the interactive exercises.

The main goals of the event were to:

- Inform the community about the purpose of the Health and Sustainability Element
- Present general conditions, initiatives, and programs in Baldwin Park related to community health and sustainability
- Provide information about natural resource conservation
- Solicit input from the community on the specific topics of Urban Nature, Waste Reduction, and Mobility Choices
- Share future opportunities for the community to get involved

Workshop materials and activities were presented in English and Spanish. City and consultant included Spanish-language speakers who were able to facilitate and encourage maximum participation from community members.

Project Fact Sheet

A fact sheet describing the **Baldwin Park: Growing Healthier, Greener, Stronger** campaign was available to participants. The fact sheet—in English and Spanish—helped inform the community about the goals of the Health and Sustainability Element, opportunities for community participation, and examples of programs that achieve health and sustainability goals.

Educational Display Materials

Posters were displayed describing:

- The relationship between health and the built environment, and why understanding the relationship matters for individuals and the community
- Best practices regarding energy, water, and fuel conservation
- Health and sustainability programs already underway in Baldwin Park

Interactive Feedback Exercise

Three large activity posters focused on sustainability-related themes: 1) Urban Nature, 2) Waste Reduction, and 3) Mobility Choices. The purpose of the exercises was to identify community priorities for programs on which the City should concentrate. Each poster included a description of the theme (text and illustrations) and a list of issues related to that theme. Participants were provided with three “voting” dots for each board (nine in total), and were asked to indicate the three most important issues for the City to address through programs and funding.

Participants were also asked to share additional ideas and describe regarding issues they felt should be addressed.

Those who participated in the workshop exercises were able to spin a prize wheel and win a thank-you gift.

Results and Findings

Approximately 120 residents and visitors to Baldwin Park participated in the event. Many were local residents, including school-age youth and families, on their way to or from the Celebrate Baldwin Park Carnival. The public comments and preferences collected will inform the development of the Health and Sustainability Element.

“What do you think?” Exercise

During the interactive feedback exercise, community members were asked to prioritize programs and initiatives by voting for their top three issues in a series of sustainability-related categories: Urban Nature, Waste Reduction, and Mobility Choices. The priorities identified by workshop participants indicate that they prefer a pedestrian-oriented city, are in tune with the importance of resource conservation and want to expand energy saving practices, and prefer and support locally grown and natural foods.

The top three issues that participants identified as priorities that the City should address moving forward were:

- Urban Nature
 - Restored Native Habitat
 - Community Gardens
 - Farmers’ Markets
- Mobility Choices
 - Improved Pedestrian Crossings
 - Safe and Easy Biking
 - Improved Sidewalks
- Waste Reduction
 - Saving Water
 - Saving Electricity
 - Electronics Recycling

The following table indicates the voting results on the health and sustainability initiatives presented during the public workshop. This prioritizing exercise involved participants voting three times in each category of programs and initiatives.

Health and Sustainability Fair “What Do You Think?” Exercise Results	
Program/Initiative	“Votes”
<i>Urban Nature</i>	
Restored Native Habitat	61
Community Gardens	54
Farmers’ Markets	49
Additional Street Trees	41
Urban Trails	34
Residential Agriculture	33
Pocket Parks	32
Green Infrastructure	28
Landscaped Parkways	26
<i>Mobility Choices</i>	
Improved Pedestrian Crossings	67
Safe and Easy Biking	64
Improved Sidewalks	60
Walking Schoolbus	53

Health and Sustainability Fair “What Do You Think?” Exercise Results	
Covered Bus Shelters and Local Bus Routes	51
Electric Car Charging Stations	19
Easy Carpooling	19
Bike Sharing	19
Car Sharing	8
<i>Waste Reduction</i>	
Saving Water	69
Saving Electricity	54
Electronics Recycling	44
Recycled Products	38
Composting	37
Households Goods Recycling	32
Households Toxics Collection	31
Commercial Recycling	22
Apartment Recycling	12

“Anything else you’d like to share?” Poster

Workshop participants were also encouraged to give additional suggestions and comments by writing them on post-it notes that were then affixed onto a poster board. Only a few participants provided additional comments compared to the voting exercise. Below is a transcription of comments provided during the event.

- Community gardens
- Cleaner streets
- Eat more vegetables (and grow them)
- Improve the safety of our streets
- Alternatives to watering with the hose
- Farmers’ market downtown
- (Jardines comunitarios - comer saludable y compartir) Community gardens - eat healthy and share
- (Usar barriles para agua) Use barrels for storing water

One project team member observed that a particular young girl won a battery recycling kit at the prize wheel. As she was walking away, she said to her younger brother: “You can borrow my kit whenever your batteries go dead.” This may be an indication that the youth of the community have an understanding of the value of energy conservation and recycling.

In addition, a policeman who stopped by the workshop booth indicated that he has observed a lot of people water their lawns by hand. Installing efficient sprinklers would help save water.