



AGENDA
GOVERNMENT/PUBLIC ENGAGEMENT COMMITTEE

Friday, June 28, 2019 at 11:30 A.M.
Community Room, 138 S. Brandon Rd., Fallbrook CA 92028

Committee Members: Kate Schwartz-Frates and Barbara Mroz

Executive Director: Rachel Mason

Staff Members: Linda Bannerman and Mireya Banuelos

1. Call to Order/Roll Call
2. Public Comments
3. Discussion Items
 - a. Board Adopted 2020 Election Redistricting Map Press Release
 - b. Wellness Center Public Engagement Surveys – Focal Points and Distribution Methods – *Mireya Banuelos*
 - c. Live Well and Healthy Works Programs – *Director Schwartz-Frates*
 - i. Compatibility with FRHD Wellness Center Objectives
 - ii. Discussion Points with County of San Diego Health & Human Services Agency Representatives
 - d. Outreach Efforts – *Mireya Banuelos*
 - e. Status of Shared Position of Communications/Social Media Staff with North County Fire Protection District to Expand Social Media Outreach and Social Media Presence – *Rachel Mason*
4. Adjournment

I certify that on June 27, 2019, I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Fallbrook Regional Health District, said time being at least 24 hours in advance of the meeting. The American with Disabilities Act provides that no qualified individual with a disability shall be excluded from participation in or denied the benefits of District business. If you need assistance to participate in this meeting, please contact the District office 24 hours prior to the meeting at 760-731-9187.

A handwritten signature in blue ink that reads "Linda Bannerman".

Board Secretary/Clerk

Board Adopted 2020 Election Redistricting Map Press Release

Fallbrook Regional HEALTH DISTRICT

138 South Brandon Road • Fallbrook CA 92028
760-731-9187 • Fax 760-731-9131

NEWS RELEASE

From: Fallbrook Regional Health District
138 S. Brandon Road, Fallbrook, CA 92028
P.O. Box 2587, Fallbrook, CA 92088
Contact: Rachel Mason, Executive Director
Office: (760) 731-9187 Fax: (760) 731-9131
Date: June 25, 2019
Subject: FRHD Votes to Approve Redistricting Map

FOR IMMEDIATE RELEASE

Fallbrook Regional Health District (FRHD) is pleased to announce approval of their zone-based election map. The California Voting Rights Act passed in 2001, had been suspended and was reinstated in 2012. The goal of this Act is to provide protected class groups with equal opportunity for representation in the election process. Latinos are the most common protected class group in our area. In 2016, cities and special districts began to be challenged to make the transition from at-large to zone-based elections. FRHD made the decision to be proactive and save money by moving forward with this prior to being notified by a private law firm which would force the action.

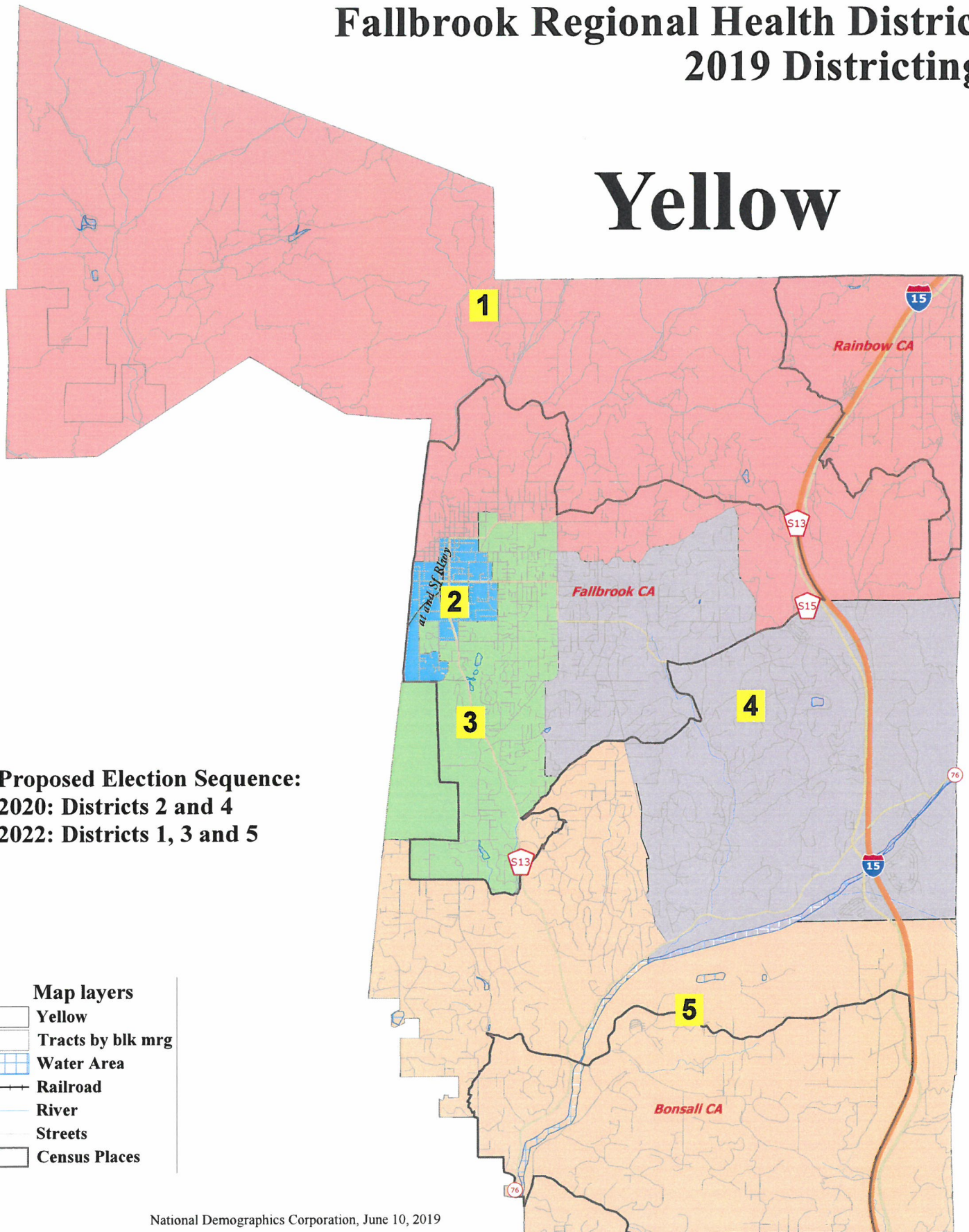
A total of seven open forums took place from January through June at special meetings of the Board of Directors and the public was invited to ask questions and provide input. National Demographics Corporation helped to facilitate the process, discussing the rules at each meeting and eventually provided four maps for consideration. North County Fire Protection District also assisted FRHD in the mapping process and provided three maps for consideration. Eventually three of the maps were presented for final consideration.

At the special meeting on June 19, 2019 the three final maps were considered. They had been made available to the public on the District website and posted for the public. Following discussion among the community members present and the District Board members, the Board voted to approve the “Yellow” map and approved Resolution No. 428 establishing and implementing zone-based elections. Moving forward, the election of 2020 will include candidates from zones 2 and 4 on the approved map, and every four years thereafter. The election of 2022 will include candidates from zones 1,3 and 5, and every four years thereafter. The District thanks those members of the public participating in this process.

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Fallbrook Regional Health District 2019 Districting

Yellow



National Demographics Corporation, June 10, 2019

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Fallbrook Regional Health District - Yellow Map

District		1	2	3	4	5	Total
<u>Ideal</u>	Total Pop	10,067	10,641	9,859	10,378	10,013	50,958
10,192	Deviation from ideal	-125	449	-333	186	-179	782
	% Deviation	-1.23%	4.41%	-3.27%	1.83%	-1.76%	7.67%
Total Pop	% Hisp	37%	69%	35%	16%	18%	35%
	% NH White	59%	25%	59%	76%	74%	58%
	% NH Black	1%	3%	1%	1%	1%	1%
	% Asian-American	3%	2%	3%	5%	5%	3%
Citizen Voting Age Pop	Total	7,555	5,174	6,987	8,287	8,500	36,504
	% Hisp	22%	52%	23%	13%	16%	23%
	% NH White	71%	39%	71%	79%	77%	70%
	% NH Black	1%	7%	2%	1%	1%	2%
	% Asian/Pac.Isl.	4%	2%	4%	5%	4%	4%
Voter Registration (Nov 2016)	Total	5,789	2,792	5,300	7,307	6,697	27,885
	% Latino est.	21%	43%	21%	10%	10%	18%
	% Spanish-Surnamed	19%	38%	19%	9%	9%	16%
	% Asian-Surnamed	1%	1%	1%	1%	2%	1%
	% Filipino-Surnamed	1%	1%	0%	1%	1%	1%
	% NH White est.	75%	49%	75%	82%	85%	76%
	% NH Black	1%	6%	2%	1%	1%	2%
Voter Turnout (Nov 2016)	Total	4,781	2,016	4,375	6,296	5,785	23,252
	% Latino est.	19%	40%	19%	9%	9%	16%
	% Spanish-Surnamed	17%	36%	17%	8%	8%	14%
	% Asian-Surnamed	1%	0%	1%	1%	2%	1%
	% Filipino-Surnamed	1%	1%	0%	1%	1%	1%
	% NH White est.	77%	52%	77%	83%	86%	79%
	% NH Black	1%	5%	2%	1%	1%	2%
Voter Turnout (Nov 2014)	Total	2,843	844	2,555	3,837	3,632	13,711
	% Latino est.	11%	22%	10%	5%	6%	8%
	% Spanish-Surnamed	10%	19%	9%	5%	5%	8%
	% Asian-Surnamed	1%	1%	1%	1%	2%	1%
	% Filipino-Surnamed	0%	1%	0%	1%	1%	1%
	% NH White est.	86%	64%	85%	92%	90%	87%
	% NH Black est.	1%	12%	4%	1%	2%	2%
ACS Pop. Est.	Total	10,626	11,133	10,348	10,632	10,258	52,997
Age	age0-19	23%	31%	28%	21%	20%	24%
	age20-60	50%	54%	52%	46%	48%	50%
	age60plus	28%	15%	20%	33%	33%	25%
Immigration	immigrants	18%	25%	21%	12%	13%	18%
	naturalized	40%	33%	38%	60%	70%	44%
Language spoken at home	english	67%	52%	61%	83%	83%	69%
	spanish	28%	45%	36%	12%	11%	26%
	asian-lang	3%	2%	1%	2%	4%	2%
	other lang	2%	1%	1%	3%	2%	2%
Language Fluency	Speaks Eng. "Less than Very Well"	16%	26%	22%	8%	7%	16%
Education (among those age 25+)	hs-grad	58%	55%	56%	56%	53%	55%
	bachelor	18%	12%	15%	24%	27%	20%
	graduatedegree	9%	5%	7%	12%	12%	9%
Child in Household	child-under18	23%	38%	33%	20%	22%	27%
Pct of Pop. Age 16+	employed	50%	53%	51%	49%	53%	51%
Household Income	income 0-25k	18%	21%	21%	16%	16%	18%
	income 25-50k	25%	31%	27%	17%	15%	22%
	income 50-75k	17%	21%	19%	16%	18%	18%
	income 75-200k	32%	26%	31%	39%	37%	33%
	income 200k-plus	8%	2%	3%	12%	14%	8%
Housing Stats	single family	89%	61%	69%	97%	91%	83%
	multi-family	11%	39%	31%	3%	9%	17%
	rented	33%	53%	45%	17%	19%	32%
	owned	67%	47%	55%	83%	81%	68%

Total population data from the 2010 Decennial Census.

Surname-based Voter Registration and Turnout data from the California Statewide Database.

Latino voter registration and turnout data are Spanish-surname counts adjusted using Census Population Department undercount estimates. NH White and NH Black registration and turnout counts estimated by NDC. Citizen Voting Age Pop., Age, Immigration, and other demographics from the 2012-2016 American Community Survey and Special Tabulation 5-year data.

Wellness Center Public Engagement Surveys
– Focal Points and Distribution Methods
– *Mireya Banuelos*

Fallbrook Regional HEALTH DISTRICT

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To: Governmental/Public Engagement Committee, Discussion Item 3b.

Re: 1. FRHD Survey (sent via Constant Contact): Input (from Health Providers) for Wellness Center, Survey Results and
2. FRHD Survey: Community Input for Wellness Center Draft 1- feedback is welcomed

From: Mireya Banuelos, Community Health Coordinator

Opening Greeting:

We thank you in advance for taking the time to complete our survey. As a local health provider to the residents of District (Bonsall, De Luz, Fallbrook, and Rainbow), we value your feedback. The purpose of this survey is to gain further insight into what the health and wellness service needs of the community are, as we hope to address some of them at the future site of the Fallbrook Regional Health District Wellness Center.

FRHD Survey: Input for Wellness Center

*Required Question(s)

* 1. Please rank your recommendations for facility use and design at the FRHD Wellness Center:

(1 = Most)

- Water Exercise Program
- Support Groups
- Walking Trails
- Family Friendly Activities (outdoor film events/social/holiday-)
- Cooking/Nutrition Area

- Exercise Classes
- Educational Classes/Workshops
- Diverse Spirituality Area
- Athletic/Sports Area
- Organic Garden Area

2. What other recommendations do you have for the use and design of the FRHD Wellness Center?

50 characters left.

* 3. Please rank the health conditions you find your patients require the greatest support with:

(1 = Most)

- Diabetes Support
- Arthritis/Mobility Support
- Weight Management Support
- Stress Management Support
- Nutrition Support
- Behavioral Health Support
- Hypertension Management Support

4. What other health conditions do your patients require support with?

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* 5. In your professional experience, what are the greatest barriers for your patients in developing and maintaining a healthy lifestyle?

Availability of Evening/Weekend Services

Transportation

Affordable, Nutritional Options

Safe Places to Exercise

Other

* 6. Would your office be available to provide educational workshop support at our FRHD Wellness Center?

YES

NO

* 7. Would you or someone in your office be interested in joining our Wellness Advisory Board?

YES

NO

8. If your office is available to provide educational workshop support at the FRHD Wellness Center, and/or a representative at your office is able to join the Wellness Advisory Board please provide us with their best contact information:

By entering my personal information, I consent to receive email communications from the survey author's organization based on the information collected.

First Name:

Last Name:

Job Title:

Company Name:

Work Phone:

Email Address:
emailaddress@xyz.com

SURVEY RESULTS:

Survey Sent on 6/14/19 to: 66 CHC Applicants and Recipients and Non-Profits & Public Agencies

Survey Results as of 6/26/19: 12 responses

Live Well and Healthy Works Programs – *Director Schwartz-Frates*

2019 STRATEGIC PLANNING
FRHD Wellness Center Use Criteria

Organizations and individuals who wish to use Wellness Center Facilities must meet the following criteria:

1. Services and activities must address and/or include one of the following:
 - a. High Cholesterol
 - b. Hypertension
 - c. Type 2 Diabetes
 - d. Eye Problems/Eye Disease
 - e. Obesity
 - f. Anxiety
 - g. Depression
 - h. Adolescent Health
 - i. Behavioral Health
 - j. Prevention Initiatives
2. Services and activities must not compete with existing services and activities within the District.
3. The user must agree to fulfill FRHD quality and customer service conditions.
4. Advertising cites partnership with FRHD.
5. Length of lease/agreement may be for short periods of time, as well as up to 2 years with renewal options.
6. There will be 1st right of refusal for existing District service providers.
7. Use fees can vary from free for qualified non-profits to private for-profit entities.

Outreach Efforts – *Mireya Banuelos*

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To: Governmental/Public Engagement Committee

Re: 6/28 Meeting Discussion Item 3d. Outreach Efforts

From: Mireya Banuelos, Community Health Coordinator

Community Collaborative for Health & Wellness

Facilitated by Janine Loescher, Fallbrook Smiles Project Program Coordinator and Rachel Mason, FRDH Executive Director

Meeting Summary: The *Boys & Club of North County* presented on their year-round activities and possible community partnership efforts. They announced that they will be a free lunch site this summer for children 0-18 at noon Mon-Fri. The second presentation was by a representative from *Gently Hugged*-they provide a year's worth of new and gently used clothing, blankets and other necessities for infants. I was able to connect them with the Fallbrook Family Health Center Community Relations Coordinator, Kevin Alvillar.

Fallbrook Chamber of Commerce

Outreach Efforts: I have signed up to be a Fallbrook Chamber of Commerce Ambassador where I will have the opportunity to represent the District, identify future possible partnerships, and keep our community business members and residents informed about the District's efforts. I have attended one event thus far- the *June Sundowner* that took place on at the Mission Theatre where I saw Phyllis Sweeney and Sandra Buckingham and was able to provide them updates from the Strategic Planning Meeting I had just attended.

Status of Shared Position of Communications/Social Media Staff
with North County Fire Protection District
to Expand Social Media Outreach and Social Media Presence
– *Rachel Mason*