Healthy RC: Evaluation Plan
Visualizing a Healthy Community

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INTRODUCTION

Agency: Healthy RC   **Preceptor: Michael Parmer, Management Analyst I**

Organization: Established by City Council in 2008, Healthy Rancho Cucamonga (Healthy RC) is a community-led effort committed to long-term community health improvement through the development of plans, programs, policies and partnerships. Facilitated by the City Manager's Office, the Healthy RC collaborative consists of City departments, local residents, and partners with diverse expertise to address complex community health issues and explore strategies and opportunities to improve health and wellness. In 2014, the Initiative published their Strategic Plan, a multi-faceted, community-driven guide for creating a healthy future in Rancho Cucamonga.

Project: Over the past fourteen months, the City has been developing a plan to identify tools and performance indicators to measure the effectiveness of Healthy RC and its strategies in improving community health and wellness. This project enhances the Evaluation Plan by employing Geographic Information Systems technology to communicate complex data, concepts, and findings in a visually compelling manner to ultimately, increase understanding of Healthy RC's impact for a broad audience.

DATA & ANALYSIS SOFTWARE

Materials	Software
Policy and Program Data Inventory	Excel
Community Health Survey Results	Excel
Census Tract and Zip Code Maps	ArcMap
Food and Retail Environment Inventory	Excel
Master Map of Rancho Cucamonga	ArcMap
Health Indicators Maps	ArcMap

SOFTWARE

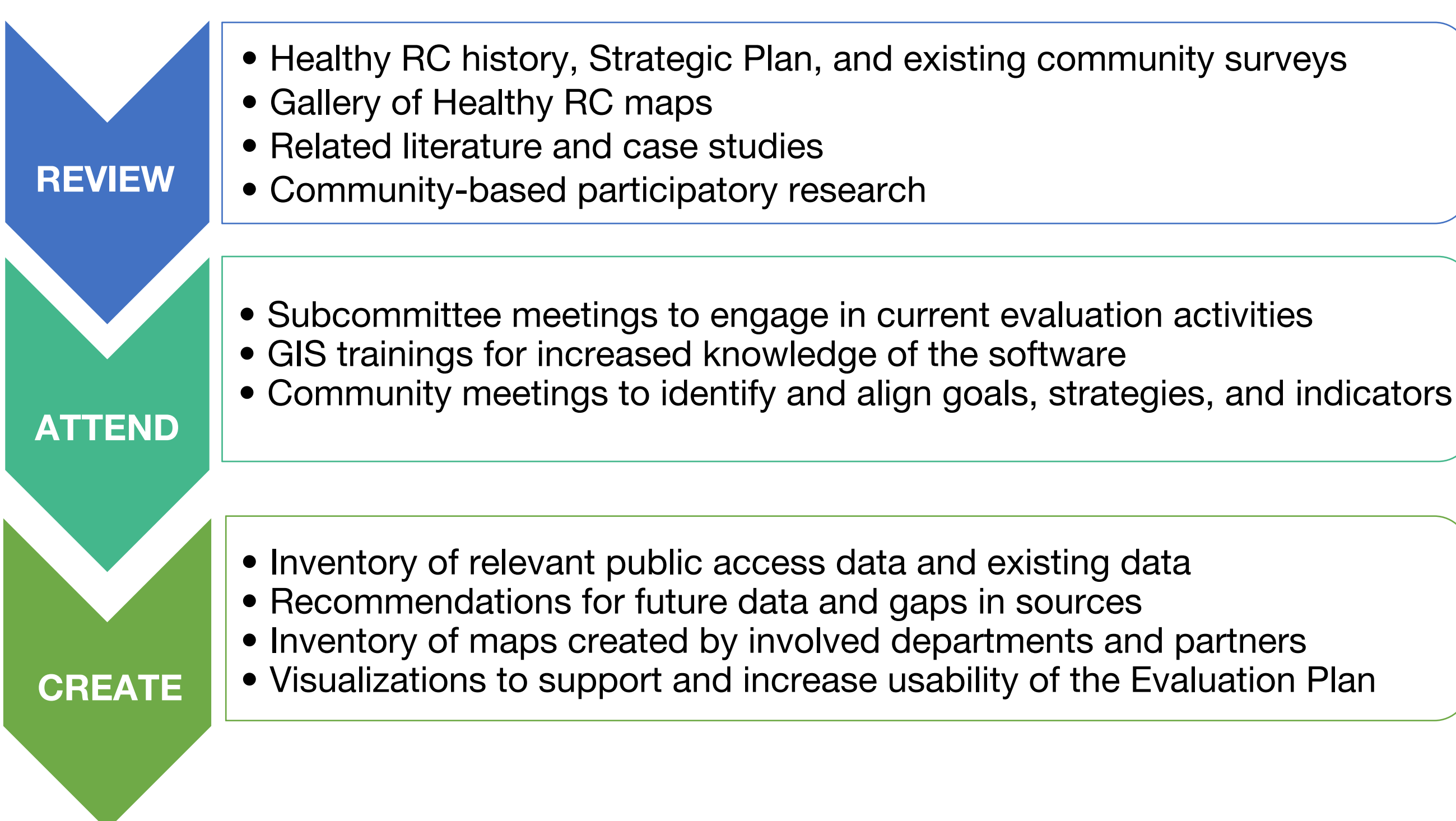**ArcGIS Desktop**   **ArcGIS Online**   **Microsoft Office Suite**   **SurveyMonkey**
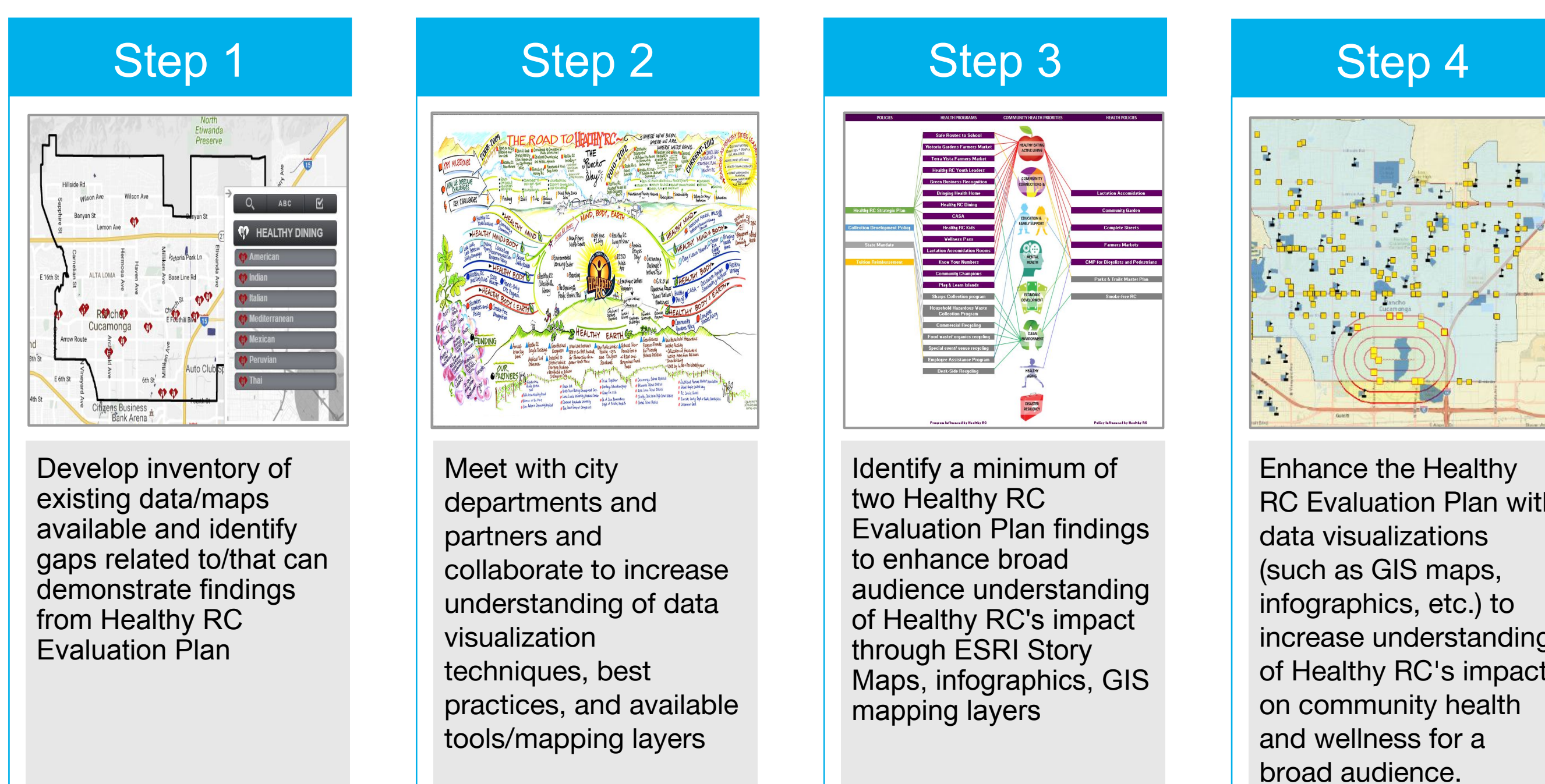
METHODS

PROJECT OVERVIEW

Healthy RC partnered with the consulting firm Special Service for Groups (SSG) to conduct evaluation planning with focus on community engagement, collaboration and demonstrating achievement of outcomes. SSG's Research and Evaluation Unit has been an integral part of this evaluation and planning process. As a part of the Healthy RC evaluation process, data visualizations were created to communicate findings for a broad audience.

REVIEW
- Healthy RC history, Strategic Plan, and existing community surveys
- Gallery of Healthy RC maps
- Related literature and case studies
- Community-based participatory research

ATTEND
- Subcommittee meetings to engage in current evaluation activities
- GIS trainings for increased knowledge of the software
- Community meetings to identify and align goals, strategies, and indicators

CREATE
- Inventory of relevant public access data and existing data
- Recommendations for future data and gaps in sources
- Inventory of maps created by involved departments and partners
- Visualizations to support and increase usability of the Evaluation Plan

PROCEDURE

Step 1
Develop inventory of existing data/maps available and identify gaps related to/that can demonstrate findings from Healthy RC Evaluation Plan

Step 2
Meet with city departments and partners and collaborate to increase understanding of data visualization techniques, best practices, and available tools/mapping layers

Step 3
Identify a minimum of two Healthy RC Evaluation Plan findings to enhance broad audience understanding of Healthy RC's impact through ESRI Story Maps, infographics, GIS mapping layers

Step 4
Enhance the Healthy RC Evaluation Plan with data visualizations (such as GIS maps, infographics, etc.) to increase understanding of Healthy RC's impact on community health and wellness for a broad audience.

TRACKING MEASURES

INVENTORIES
- Current policies and programs and related data
- Indicators that could be used to support the Evaluation Plan and align with the Strategic Plan
- Potential visualizations
- Data with its location and creator contact information when applicable

MEETINGS
- Number of City and program-related meetings attended
- Number of trainings completed

VISUALIZATIONS
- Number of maps created
- Number of infographics created

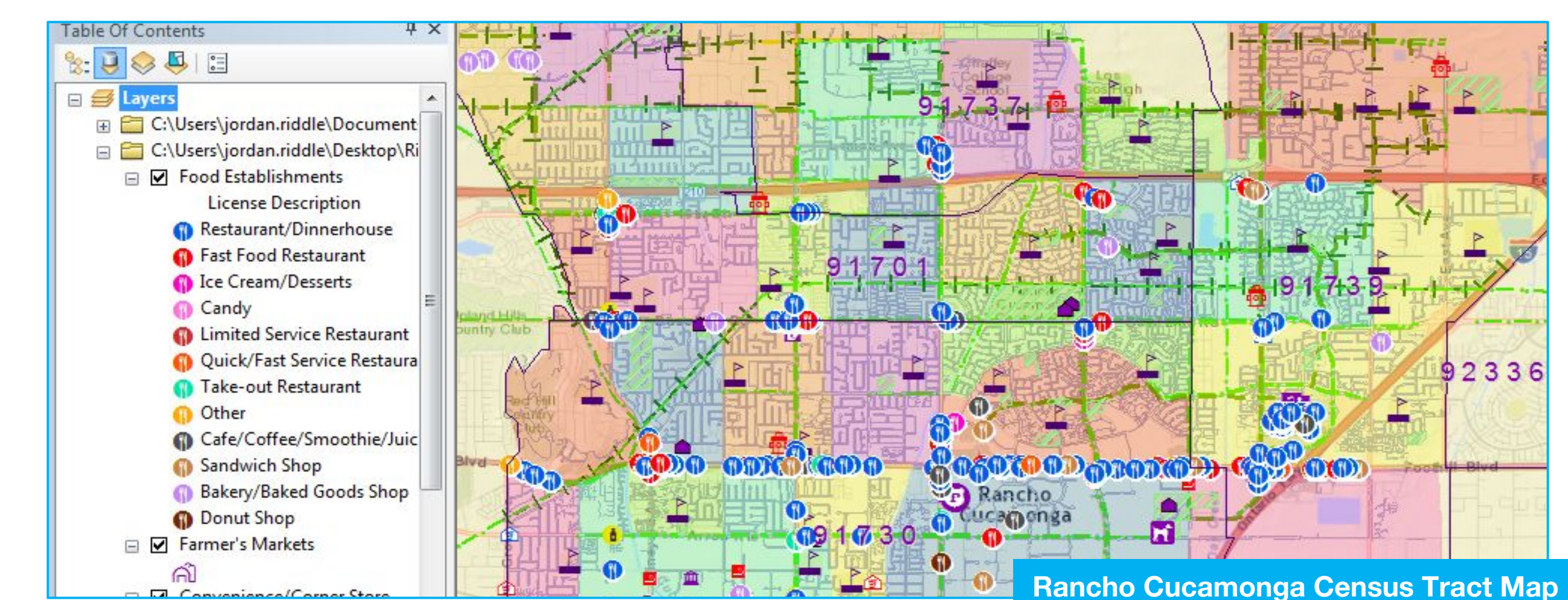## DATA OBSERVATIONS

AVAILABILITY
- While the U.S. Census and San Bernardino County Department of Public Health collect and maintain health data at the county level, this broad degree of information does not accurately represent the City of Rancho Cucamonga.
- Not many organizations collect or disseminate zip code or lower level data.
- Within Rancho Cucamonga's zip codes, there is a great deal of diversity.
- As with zip codes, localized health data is not readily available at the census tract level.

COLLECTION
- With over 700 Community Health Surveys completed (595 local, 130 not local) in less than one and a half weeks, the City-community relationship continues to thrive.
- The survey identifies the impact of Healthy RC programs and policies at the neighborhood level using census tracts.
- Although the survey was translated, only seven surveys were completed in Spanish.
- Despite surveying at community events, many respondents were from neighboring cities.

RESULTS
- The data visualizations include a retail environment map of Rancho Cucamonga overlaid with census tracts and combined with the neighborhood level respondent data from the Community Health Survey to enhance the findings of the final Evaluation Plan. As a result, viewers may be captivated as they comprehend what could not be seen before and be empowered to transform this information into actions that sustain a healthy community.
- Together, the Evaluation Plan and this project implement a continuous feedback cycle for on-going learning, evaluation, reflection, and refinement, build on the community engagement process that is already in place, inform future work and plans, and continue to build on the Strategic Plan.
- The final report will be presented to Council through a workshop and may be shared with key stakeholders, as a learning tool.

Rancho Cucamonga Census Tract Map

CONCLUSION

Coming to the government sector with only non-profit experience, the deliberate processes required by city management to implement a health initiative became evident upon joining the Healthy RC team. During this fieldwork, the following competencies were successfully completed:

MPH 4 — To properly angle and frame a policy, the local political atmosphere was considered.

MPH 3 — By connecting with various sources and departments for data, communication skills were employed in a real-world setting.

ABE 2 — To obtain data, appropriate terminology was employed in requests and terms were defined for those outside of the public health realm

MPH 1 — While identifying data sources and existing visualizations, understanding of Rancho Cucamonga's and San Bernardino County's health status evolved.

ABE 3 — In creating maps and identifying potential visualizations, epidemiologic data sources were researched to convey the Initiative's impact on the health and wellness of the City.

ABE 1 — Using epidemiology and biostatistics, the data visualizations enhance the Evaluation Plan and communicate the health status of the City in a more comprehensible manner.