



# Monterey County

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

## Board Report

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**Introduced:** 9/13/2019

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**Matter Type:** General Agenda Item

Receive a presentation by Katy Castagna, CEO United Way Monterey County, providing an overview of the Impact Monterey County 2019 Assessment process

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a presentation by Katy Castagna, CEO United Way Monterey County, providing an overview of the Impact Monterey County 2019 Assessment process

### SUMMARY/DISCUSSION:

Impact Monterey County (IMC) is a collaborative effort of nonprofits, public agencies and the community, working together to identify and work towards the realization of the aspirations of Monterey County residents related to education, economic self-sufficiency, safety, and health. The ultimate benefit to Monterey County is the alignment of stakeholders toward common goals and measurements that improve conditions for all. The initial work of IMC began in 2014 and revolved around an analysis of numerous indicators and data sources along with surveys and community conversations with community members. The community assessment process resulted in a common vision expressed by nearly 7,400 Monterey County residents: Together, a healthy, safe, thriving Monterey County. This overarching vision supported four priority areas, each of which had several sub priorities for focusing local organizations', agencies', and residents' efforts to improve community outcomes. In addition, three important community values were articulated to guide the process: relationships, based on respect, caring, cultural sensitivity and fairness, foster connectedness and community engagement; whole person approaches that include support for mind and body are available from the prenatal stage through the senior years; and community voices drive the design and implementation of services and policy development.

IMC evolved after the initial assessment into a network of dozens of organizations and agencies to lift and carry forward the identified priorities and objectives. The Network convenes leaders and practitioners, connects cross-sector and cross initiative partners around opportunities for alignment and coordination, measures our impacts, shares resources and trainings, and builds awareness and support for policies and practices that support the objectives. In late 2018, IMC developed a two-year strategic plan to guide this work. One component of the plan was to revisit the assessment process to see if community aspirations had shifted or altered since 2014. As done in the first assessment, there is a survey (in English and Spanish) which went live in June 2019 and which can be taken online or using paper copies, community conversations to discuss community concerns or aspirations, and (new for the updated assessment) key informant interviews. Like before, the assessment focuses on what people want and the solutions they want to see, with an effort to gather

information from a broad spectrum of participants. The data collection will continue through the end of September, with subsequent analyses occurring through December. This presentation will provide an overview of assessment efforts to date. It is hoped that the final updated assessment results will be available for presentation to the county in early 2020. Ultimately, information gathered can be used to inform resource allocation and program decisions by numerous entities in the county, help address the root causes of community needs, and ensure community voice is part of that process and contributes to improving outcomes.

This presentation is in support of Monterey County Health Department's Strategic Goals: 1. Empower the community to improve health; 2. Enhance community health and safety through prevention; 3. Ensure access to culturally and linguistically appropriate, customer-friendly, quality health services; and 4. Engage MCHD workforce and improve operational functions to meet current and developing population health needs. It also supports the following of the ten essential public health services, specifically: 3. Inform, educate, and empower people about health issues; 4. mobilize community partnerships and action to identify and solve health problems; and 5. Develop policies and plans that support individual and community efforts.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this presentation.

FINANCING:

There are no costs associated with receipt of the presentation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

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Attachment:

Presentation PowerPoint is on file with the Clerk of the Board