



KEY MESSAGES

Positioning Statement

- Building Healthy Communities is an alliance of community members, non-profit organizations, and government agencies working to improve the quality of life in the eastern Coachella Valley.
- Building Healthy Communities Eastern Coachella Valley consists of community partners working together to improve the quality of life in the Valley.

Key Messages

Audience: ELECTED OFFICIALS

- We have a viable plan for improving our community and with your support we can create visible change now.
- We are a large, broad-based coalition of active partners working together to improve the quality of life in the Valley.
- You need to be part of the action taking place to facilitate community participation and improvement.
- Our purpose is to support people's desire to create sustainable policy and systems changes for a better Valley.

Supporting Facts:

- BHCECV has 25 active partners representing more than 50,000 residents in the eastern Coachella Valley.
- BHCECV partners are strategically organized in campaign teams to address issues related to the built environment (Neighborhoods Action Team), school climate (Schools Action Team) and access to healthcare (Prevention Action Team).
- BHCECV Neighborhoods Action Team, only a few months after launching their transportation campaign, secured a letter from the County Supervisor directing the Coachella Valley Association of Governments to focus on the rural communities of the ECV when updating the regional Non-motorized Transportation Plan.
[Involved Partners: ICUC, Leadership Counsel for Justice and Accountability, Pueblo Unido CDC]



- BHCECV partners achieved historic changes in the Coachella Valley Water District's electoral system, which the CVWD agreed to change from an at-large residency system (which diluted Latino votes) to a district system (which should better ensure that Latino votes count). [Resident led, Pierce Committee]
- BHCECV partners worked together to include a Health Element in the City of Coachella's General Plan.
[Involved partners: Riverside County DPH, City of Coachella, CRLA, ICUC].
- BHCECV partners secured Riverside County recognition of policy and practice errors regarding emergency power permitting in times of power outage and engagement in internal policy and practice reform with substantial input from community partners.
[Involved partners: Pueblo Unido CDC, CRLA, Assemblymember Perez, Senator Hueso, Congressperson Ruiz, CA Housing and Community Development, Riverside County Transportation & Land Management Agency].

Audience: RESIDENTS

- Your voice needs to be heard. This is an opportunity for you to get involved and work with others to bring positive changes to the Valley.
- You are not alone. We are a large, active group of individuals and organizations working together to make meaningful, positive impacts in the community.
- Know what is happening in your community. Learn first-hand about changes and improvements happening in the Valley and how you can make a difference.
- You can demonstrate the power of people. Nothing creates change faster than people coming together to work on a common cause.

Supporting Facts:

- BHCECV partners working together secured the first-ever public bus route extension to the North Shore community.
[Involved partners: ICUC, CRLA, Lideres Campesinas].
- BHCECV partners secured funding and partnership for multi-million dollar paving project to reduce dust contamination in nearly 40 Eastern Coachella Valley mobilehome parks.
[Involved partners: Pueblo Unido CDC, County of Riverside, Assemblymember Perez, Union de Polancos]



- BHCECV partners implemented an extensive and innovative point-of-use water filtration system for individual mobile homes throughout the eastern Coachella Valley, as an alternative and interim solution to lack of potable municipal water.
[Involved partners: Pueblo Unido CDC].
- BHCECV partners installed California's first and second stand-alone community arsenic filtration systems in two eastern Coachella Valley mobile home park; St. Anthony MHP & Sunbird MHP.
[Involved partners: Pueblo Unido CDC, CRLA, Assemblymember Perez]
- BHCECV partners extended water and wastewater to Mountain View Estates mobile home community.
[Involved partners: CRLA].
- BHCECV partners achieved partial closure of Western Environmental waste recycling facility near Mecca through prohibition of all future hazardous waste treatment on site
[Involved partners: CRLA, Pueblo Unido CDC, Assemblymember Perez, Comite Civico].

Audience: YOUTH

- Youth, like everyone else, has an equal voice. You are the future of the Valley so it is important that we hear your voice and opinions.
- You're not alone. Join other youth advocates in making change happen now.
- Develop skills to help you become a stronger advocate for your community.
- Do not let others make decisions for you that will impact your community and future.
You can help shape the future of your Valley.

Supporting Facts:

- BHCECV partners Initiated the first ever youth-led music and arts festival, *The Hue*, the first collaborative to address the relevance and importance of arts and culture in community health.
- BHCECV partners secured media coverage on the connection between arts, culture, and community health, as well as the importance of youth development in the community from The Desert Sun, U-92.7, The BEAT, Telemundo, KMIR6, KESQ 3, and KCOD Radio, to name a few.



Audience: FUNDERS

- Your support is needed to increase the impact of our scope and service beyond what The California Endowment currently funds.
- Your funding reassures that our strategies for community improvement will be implemented and sustained.
- We are a broad-based coalition of residents and organizations that have identified needs in the community and your support will help track and monitor future outcomes and best practices.

Supporting Facts:

- BHCECV through a partnership with Desert Healthcare District and the California Endowment doubled its funding for the Outreach and Enrollment campaign to enroll individuals into healthcare and increased its geographic boundaries to the full Coachella Valley.
- BHCECV partners created an Integrated Regional Water Management Plan (IRWMP) through collaboration of Coachella Valley water districts and stakeholders, allowing access to crucial Proposition 84 water funding and integrating disadvantaged communities at least partially into regional planning efforts.
[Involved partners: Pueblo Unido CDC, CRLA, Poder Popular, Cultivo Consulting].
- BHCECV partners created the first-ever scientific report documenting the intersection of environmental hazard and social vulnerability indicators in the Coachella Valley.
[Involved partners: Pueblo Unido CDC, CRLA, ICUC, Comité Civico, Center for Regional Change (UC Davis), California Institute for Rural Studies].
- BHCECV partners created and passed legislation providing necessary standards for the permitting of standalone community arsenic filtration systems.
[Involved partners: Pueblo Unido CDC, CRLA, Assemblymember Perez].
- BHCECV partners set statewide legal standard for water rates in mobile home parks with private on-site water systems.
[Involved partners: CRLA, Assemblymember Perez, Poder Popular, Cultivo Consulting].
- BHCECV partners won or favorably settled lawsuits in favor of residents in three major mobile home communities. [Involved partners: CRLA, Pueblo Unido CDC, Poder Popular,



Cultivo Consulting, San Jose Community and Learning Center, Assemblymember Perez].

- BHCECV partners gained and improved regional, national, and international attention to eastern Coachella Valley's unique and extreme housing, infrastructure, and environmental challenges.
[Involved partners: Pueblo Unido CDC, CRLA, Comitê de la Calle Pierce, Cultivo Consulting].
- BHCECV Youth Collaborative has created a space for collective visioning and collaborative grant making; applications to foundations like ArtPlace America have been submitted; increased collaboration with the Alliance for California Traditional Arts (ACTA) has also fostered a tradition of using arts and culture as a tool for creative community engagement and organizing.

Audience: OTHER ORGANIZATIONS

- We need your voice to be part of this effort in order to expand our scope of resources for community improvement. Join us!
- Your constituency and practice area needs to be represented and heard.
- Together we can collaborate to improve on all aspects of the Valley's needs.
- This is your opportunity to network and work closely with others outside your specialty/practice area to create meaningful change in the Eastern Coachella Valley.

Supporting Facts:

- BHCECV partners gained and improved regional, national, and international attention to eastern Coachella Valley's unique and extreme housing, infrastructure, and environmental challenges.
[Involved partners: Pueblo Unido CDC, CRLA, Comitê de la Calle Pierce, Cultivo Consulting].
- BHCECV partners completed the first comprehensive mapping of eastern Coachella Valley mobile home parks that had previously been literally & figuratively off the map.
[Involved partners: Loma Linda University, CRLA, Pueblo Unido CDC].
- BHCECV partners conducted community surveying to ascertain the extent and prioritization of water and wastewater problems for future improvement efforts and



studies. [Involved partners: Loma Linda University, Pueblo Unido CDC].

- BHCECV partners included a Health Element in the City of Coachella's General Plan. [Involved partners: Riverside County DPH, City of Coachella, CRLA, ICUC].
- BHCECV partners secured Riverside County recognition of policy and practice errors with respect to emergency power permitting in times of power outage and engagement in internal policy and practice reform with substantial input from community partners. [Involved partners: Pueblo Unido CDC, CRLA, Assemblymember Perez, Senator Hueso, Congressperson Ruiz, CA Housing and Community Development, Riverside County Transportation & Land Management Agency].
- BHCECV, in collaboration with organizers like Inland Congregations United for Change, is working to improve health access issues for undocumented communities by mobilizing folks in congregations throughout the eastern Coachella Valley.