



DAY ONE  
COMMUNITY IMPACT  
REPORT  
2019-2021

# **DAY ONE BUILDS VIBRANT, HEALTHY CITIES BY ADVANCING PUBLIC HEALTH, EMPOWERING YOUTH, AND IGNITING CHANGE.**

Day One has 30 years of experience in working alongside residents, young people, elected officials, and other stakeholders to strengthen and build healthy, vibrant communities by advancing public health, advocating for public policies, meaningfully engaging youth, and igniting community-level and behavioral change.

Through the years Day One's work has earned the organization countless awards, an increase in grant funding, and most importantly key public health policy victories that help address issues of inequity, social justice, bias, tokenism, and social determinants of health among vulnerable, underserved communities.

The agency and its staff are noted leaders in youth advocacy, community engagement and coalition building, policy development and advocacy, and environmental health in the San Gabriel Valley. Our team is skilled in conducting outreach, facilitating community meetings, forming coalitions, and sharing, leading, and implementing community-driven strategies to prevent chronic disease and promote healthy, active communities through evidence-based policy and public health-oriented city/urban planning.



## LIVE LOUD

- Day One's Youth Advocate program provides opportunities for meaningful youth development for youth ages 12-17 across the San Gabriel Valley to become leaders, give back to their community and reach their full potential.
- Day One leads active community coalitions and community engagement efforts in the San Gabriel Valley region including in Pasadena, El Monte, and Pomona.

## LIVE LONG

- Day One works to advance public health in communities so that youth and families can enjoy long and prosperous lives.
- Day One's areas of focus include: Tobacco, Alcohol and Other Drug Prevention, Prevention of chronic illnesses related to nutrition and lack of physical activity, Active Transportation & Sustainability.

## LIVE LOVE

- The SKILLZ Summer School program in its 9th year has served over 1,000 students who have all received credit recovery.
- Annual Summer Block 9 programming has served over 10,000 people in 5 years.
- Annual Cherishing Children Holiday Celebration provides toys and holiday cheer to over 500 families every year.

# Equity & Inclusion

Day One is an ethnically- and culturally-diverse organization whose staff reflect the communities we serve. All 25 full-time staff are life-long residents of the San Gabriel Valley who share a passion for healthy, safe, and equitable communities. Day One ensures that CLAS Standards are met by using best practices such as Self-Awareness, Using bilingual staff or a telephonic language line, Producing culturally sensitive materials in different languages, Adding culturally sensitive components of our special member programs to help decrease health disparities, Continuing to focus on and enhance our diversity awareness, appreciate the differences of others, and act in a sensitive manner, and following the Strategies for Effective Cross-Cultural Communication.

Day One is committed to diversity, equity, and inclusion. We welcome people of all backgrounds and aim to maintain a culture of respect, openness, learning, integrity, and honesty. People of color share similar barriers with other historically marginalized groups such as people with low incomes, people with disabilities, LGBTQ communities, women, older adults and young people. People of color tend to experience social, economic, and health barriers more deeply due to institutional racism. By addressing the barriers experienced by people of color, we identify solutions and remove barriers.

Day One recognizes the intersectionality of marginalized identities, and that to achieve social justice, issues must be addressed holistically. This understanding and agency approach, staff background, and a history of community work in the region make our agency well-qualified to carry out linguistically and culturally-appropriate programs and services in the majority-minority communities. Language remains to be a major insecurity and barrier to accessing programs. Staff removes this barrier by providing linguistic and culturally appropriate programs/services that are inclusive and welcoming. All classes are led by bilingual speakers who are able to communicate in the language of the majority of participants.

Day One is an ethnically- and culturally-diverse organization whose staff reflect the communities we serve and are fluent in project area languages, including Spanish, Mandarin, Cantonese, and Farsi.

Staff have effectively provided meeting translation in English, Spanish, and Mandarin. Virtually we use both live interpreters, sessions in native tongue, and captioned webinars to ensure accessibility.



# RECENT ACCOMPLISHMENTS

- Measure A Community Engagement Workshops – facilitated over a dozen Measure A workshops throughout unincorporated Los Angeles County to ensure that the most marginalized voices were included in identifying park needs and project priorities. Average of 100 per session
- Measure W Community Engagement Workshops - Average of 60 per session
- OurCounty Sustainability Plan –Community Engagement Workshop - 60 Participants
- In partnership with the Council for Watershed Health and the City of South El Monte, was awarded a proposal to implement the first “green street” in South El Monte.
- In partnership with the Los Angeles County Department of Parks and Recreation, Day One led the community engagement process for the Puente Hills Landfill Park Master Plan. The Plan was successfully adopted in November 2016, which calls for the creation of 142 new acres of park space for the greater SGV
- Development of San Gabriel Valley Regional Bicycle Master Plan, which was developed through a comprehensive, community driven outreach process. Local non-profit organizations Day One and
- BikeSGV were responsible for conducting focus groups with local stakeholders, data collection, community outreach and engagement leading to the adoption of the plan. The City also adopted a Vision Zero Resolution and Complete Streets Policy.
- Provided technical and facilitated community forums regarding community needs and multi-benefit projects to assist the City of Pomona on their successful \$9.2 million Caltrans Active Transportation Program grant
- Collaborated with the City of Pomona, Pomona Unified School District, Grid Alternatives, Clean & Green Pomona, San Gabriel Valley Conservation Corps and others to secure a \$200,000 Transformative Climate Communities planning grant from the Strategic Growth Council based on community engagement.
- Facilitated various community meetings in Pomona to address park access and equity, which led to the development of a Parks Master Plan in the City of Pomona
- Facilitated a workgroup within Pomona Placemaking, a grassroots action group to implement Pomona’s first “green alleyway” which features permeable pavement
- Chair, Partnership for Children Youth and Families – consists of 20 Nonprofit providers
- Senior Citizen Safe Prescription Drugs Workshops - Average of 30 per session
- Successfully worked with Healthy El Monte Coordinating Council partners and youth coalition to build a multicultural, multi-generational 12-bed garden in the City of El Monte.
- Facilitated workgroups within three school districts to include active transportation language within their school wellness policies to support students, teachers, and staff walking, biking to school.
- Facilitated youth advocates from Pomona who successfully advocated for the adoption of a smoke-free parks ordinance in the City of Pomona.
- Convene weekly Youth Advocate meetings in the cities of Pomona, Pasadena, and El Monte.



## BOARD OF DIRECTORS

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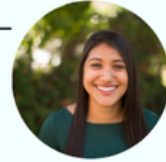
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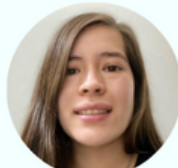
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PROJECT COORDINATOR



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EVANGELICA CHILD  
PROJECT ASSISTANT



TOPHER MATHERS  
OUTREACH & ENGAGEMENT  
ASSISTANT



# REACH AND IMPACT

504	community meetings
2,581	community events
21,355	community members reached by hosting meetings
1,425	one-on-one recruitment meetings
486	decision maker meetings
677	community education presentations
9,859	people reached via presentations
283	coalition meetings
31	city council presentations
506	community meetings attended
19,645	community reached via meetings/events
8,080	youth served
492	youth education sessions
1,084	parent education sessions
40,190	information dissemination
830,318	social media impressions
255	online activities
16,105	online event participation
2,150	covid school lunch deliveries
1,940	covid pantry deliveries
199	free bike repair provided
1,194	pounds of prescription drugs collected

# COMMUNITY ENGAGEMENT

2019-2020 Community Education, and Engagment						
Strategy	EPS	CPS	HCI	Tobacco	Active	DO
Communiy Meetings	163	58	35	51	50	264
Community events	45	35	2150	32	20	2282
Communiy Members Reached via hosted meetings	4200	1000	500	5000	5000	15700
One-on-one recruitment meetings	121	79	40	90		330
Decision Maker Meetings	24	20	30	4		78
Community Education Presentations	42	30	72	23	30	197
People reached via presentations	248	300	2120	500	425	3593
Coalition Meetings	12	12	10	16	13	63
City Council Presentation	7	4	3	3	3	20
Attend Community Meetings	55	65	55	35	27	237
Community reached via communiy events/meetings	750	3000	4800	600	300	9450
Youth served	300	877	3557	500	200	5,434
Youth education sessions	31	94	167	15	43	319
Parent education sessions	13	6	945	20	23	1007
Information Dissemination	1401	2199	2000	205	4062	9867
Social Media Impressions	6755	9951	8705	11873	272,933	310217
Online activities	12	4	12	7	17	52
Online event participation	200	160	4900	50	5097	10407
Youth Covid19 school lunch deliveries to SNAP families			2150			2150
Adult Covid 19 food deliveries to SNAP families			1895			1895
Fitness classes			285			285
Free bike repair					102	102
Pounds of Prescription Drug Collection & Safe Disposal	607	207				814

FY 2020- 2021 Community Education, and Engagment										
July 2020-June 2021										
Strategy	EPS	CPS	Tobacco	Active	AEC	N4A	USGRW	TOMA	TTH	DO
Communiy Meetings	46	32	131	19	1	1	8	0	2	240
Community events	120	53	24	38	1	24	10	13	16	299
Communiy Members Reached via hosted meetings	3,791	489	100	158	40	1,000	40		37	5,655
One-on-one recruitment meetings	n/a	45	1010				15	25		1095
Decision Maker Meetings	341	29	7				31			408
Community Education Presentations	37	16	32	6	5	4	10	370	0	480
People reached via presentations	1950	78	830	120	40	60	200	2948	0	6226
Coalition Meetings	60	22	80	0	4	12	4	14	24	220
City Council Presentation	6	3	1	0	0	0		1	0	11
Attend Community Meetings	46	13	131	36	7	8	10	0	18	269
Community reached via communiy events/meetings	4851	833	2620	288	1000	60	300		243	10195
Youth served	885	358	1100	45	0	200	50	8		2,646
Youth education sessions	45	50	60	2	0	11	3	2		173
Parent education sessions	24	3	20	3	2	14	1	10		77
Information Dissemination	14,520	4	1744	648	1,200	3,350	100	8,149	608	30,323
Social Media Impressions	145,228	87,193	45,241	87,588	10,000	7,965	1,200	40,178	95,508	520,101
Online activities	156	1	20	16	2	4	2		2	203
Online event participation	4958	15	400	258	15	2	30		20	5698
Youth Covid19 school lunch deliveries to SNAP families	0						0			0
Adult Covid 19 food deliveries to SNAP families	0						45			45
Fitness classes	0						3			3
Free bike repair	0			97	0	0		0		97
Pounds of Prescription Drug Collection & Safe Disposal	380									380
COVID-19 Vaccination Clinics			3	5	2	4	5	3	22	44





# YOUTH EMPOWERMENT & ENGAGEMENT

- Weekly Youth Advocate meetings take place in Pasadena, Pomona, and El Monte
- Monthly Youth Network Meetings, including public and private school students
- Annual State of the Youth - Opportunity for youth to review & update the Youth Master Plan
- Youth are supported to gain access to city and school departments to help advance priorities
- SKILLZ Summer School Collaborative - Credit Recovery Program
- Art & Advocacy - Amplifying voice through arts
- Youth Conversations/Support Groups/ Home Visits
- Free, healthy activities that positive and fun

Pasadena Youth Master Plan - A youth led collaboration in its 8th year.

The Youth Master Plan seeks to create a community where youth are seen as assets and thus are able to thrive and reach their full potential. The Plan aspires to improve outcomes for all youth regardless of where they live and what schools they attend. The Plan aims to create a culture of safety, of social and civic engagement, and academic and vocational aspirations.

The Master Plan's Design Team comprises of more than 100 youth, parents, administrative and community leaders, including representatives from the following organizations: Hillside, Youth Moving On, Pasadena Public Library, Day One, Boys and Girls Clubs of Pasadena, Pasadena Youth Council, Pasadena Public Health Department, Flintridge Center, Lake Avenue Church, Youth Ambassadors, La Pintoresca Teen Education Center, Pasadena School District, Learning Works, All Saints Church, Pasadena Polytechnic, PACTL, Human Services and Recreation Department, Pasadena City College, STARS, Black Student Union, and, City of Pasadena.

Day One convenes monthly Youth Network Meetings consisting of public and private school students to advance youth priorities. Students receive civic engagement training, connect with local organizations, city/school departments, and learn how to prepare and mobilize. The Master Plan is shared and updated during the annual State of the Youth which has a participation of 100+ students. A report is presented at the joint meeting of the city council & school district. In 2020, one of the key youth priorities- Being Life Ready, experienced a major victory as city council demonstrated that they heard students, and allocated an additional \$500,000 for youth jobs. Shifting the Summer employment program, to a year-round one.

## REPORT LINKS:

### 2020 COVID UPDATE

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### 2019 UPDATE

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# YOUTH EMPOWERMENT & ENGAGEMENT

## SKILLZ Summer School

- In 2008, the school district was facing budget challenges that resulted in cancelling all summer school programs. The city, school district and community turned to Day One in hopes of extending Youth Month Activities. Our team paused to consult with local youth prior to agreeing, and quickly learned that students were not interested in more activities - but desperately needed options to make up credits to prevent them from dropping out.
- Day One proposed the EBP Botvin Life Skills Training to the School District. SKILLZ Summer School is a free learning experience for teens most at risk of dropping out of school or failing to graduate. SKILLZ focuses on students who have multiple F's -providing them with a supportive environment, high expectations and the opportunity to recover up to 10 lost credits.
- This exemplary collaborative is in its 13th year of delivering this program. Since 2010,
- Day One has partnered with Lake Avenue Church, The Flintridge Center, PUSD, SARB (Student Accountability and Review Board), Police Department, NAACP, and other community stakeholders to make this resounding success. 70% of all SKILLZ students stated that they put more effort into their work at SKILLZ than at school. 82% of SKILLZ students reported that they had a greater understanding of the subject matter as a result of their instructors. 70% stated that for the first time they connected with an adult that they could talk to about life situations.
- Program effectiveness has been proven through parent and youth testimonials, as well as through quantitative evaluation with help from the EvalCorp evaluation firm.
- Effective community engagement is an art. It requires forming authentic relationships, trust building, and creativity to make the magic happen. Provided is a snapshots of outreach

## IMPACT



8080

YOUTH  
SERVED



492

EDUCATION  
SESSIONS



225

ONLINE  
ACTIVITIES



# COALITION EXPERIENCE

Day One's roots originated in Pasadena, and since then have stretched throughout SPA3 to support the greater San Gabriel Valley - intentionally establishing offices in El Monte and Pomona to better serve hard to reach communities in high need areas.

The rates of Children living in poverty are: Pomona 20.1%, El Monte 20.8%, NW Pasadena 28.2%, 25.4%

Day One was selected to develop and lead the SPA3 Regional Alcohol and Drug Prevention Coalition in 2012 by the LA County Department of Public Health Substance Abuse and Control. The RAD (Rethinking Alcohol and Other Drugs) Coalition was formed and has had great success since then. The coalition aims to address alcohol and other drug abuse through environmental prevention strategies. The coalition consists of 9 AOD prevention providers, public health partners, LACOE, DEA, law enforcement, local stakeholders, youth, parents, and business owners. This coalition has effectively collaborated for progress and collective impact throughout the SPA3.

Our team believes that public health is intersectional. We understand intersectionality by acknowledging how social identities, oppression, and privilege impact our everyday lives, especially at a community level. Our core values are listening to community needs, collaborating for collective impact, and engaging in creative solution finding.

Day One has effectively supported the SPA3 community via implementing a range of programming and community engagement, including but not limited to:

## **Established Community Coalitions (Monthly Meetings)**

- Los Angeles County Prevention Providers (LACPP) County-wide
- SPA 3 Regional Coalition - RAD (Rethink Alcohol and Drugs)
- SPA 3 Asian American Pacific Islander Alliance Coalition - Violence Prevention
- SPA 3 Anchor Agency for LA County #OurCounty Sustainability Plan
- SPA 3 Upper San Gabriel Rivers Watershed Coordinator
- Partnership for Children Youth and Families- Pasadena
- Partnership for Children Youth and Families- El Monte
- Clean Air Coalitions - El Monte, Monrovia, Pomona, Sierra Madre

## IMPACT



256

COALITION  
MEETINGS



486

MEETINGS WITH  
DECISION MAKERS



1425

RECRUITMENT  
MEETINGS





# RETHINKING ALCOHOL AND DRUGS (RAD) COALITION SUCCESS

- Facilitation of Meetings (2013-2021)-Day One has hosted and facilitated, over 760 coalition and partnership meetings up to the date of submission (monthly, biweekly, quarterly and/or weekly) to engage community members, develop partnerships, and increase support for prevention efforts
- Project Sticker Shock (2014-2021)-Implemented in Pasadena, Pomona, El Monte, and Altadena, engaging youth advocates with community residents in conveying the importance of not buying alcohol for minors and educating retailers about engaging in safe alcohol sale practices. Efforts targeted high risk holidays including Halloween, Thanksgiving, Christmas, New Year's, Superbowl Sunday, St. Patrick's Day, and Cinco de Mayo. A total of 10,000 stickers were placed on alcohol multipacks.
- School Nurse Education(2018-2020)-Staff trained all 58 PUSD school nurses about the impact of marijuana on youth, provided a prop 64 update, and increased knowledge of youth trends such as edibles and vaping .Nurses examined the range of edibles that are on the market-increasing awareness of what youth are using. Staff have attained CPR Training Certificates and have provided both CPR & Naloxone training to 95 community members
- Community Partner Capacity Building (2013-2021)-Day One has hosted over 180+ training sessions for community partners (schools, human service agencies, faith community, cultural groups, civic groups, hospitals and clinics, non-profit agencies, senior centers, youth-serving agencies, law enforcement, etc.). Sample topics: ATOD Prevention 101, Rx storage and safety, teen vaping, recognizing the signs of ATOD use, life skills, youth leadership & development, ATOD risk and protective factors, parent programs, ATOD education to engender preventive norms, program and curricula evaluation, hosting alcohol-free alternative events and activities, preparing for recreational marijuana legalization, health disparities, Environmental Prevention and Public Policy Strategies, Drug Overview: underage drinking, marijuana, vaping, tobacco, and prescriptions drugs.
- Counter Marketing (2014-2020)-Developed table tents and coasters with prevention messaging in order to remind restaurant and bar patrons about the risks associated with binge drinking and drunk driving. The RAD coalition partnered with 30+ bars and restaurants to administer drunk driving prevention coasters, table tents, PSA's, and social media filters for high risk drinking holidays like New Years, Cinco de Mayo, Halloween, Saint Patrick's Day. These efforts resulted in the dissemination of materials to bars & restaurants: 5,920 coasters, 1,439 table tents, 26,722 views of the geofilters, and 4,022 views of the custom lens.
- Community Education(2013-2021)-Day One staff attended over 500 community, neighborhood, and City meetings or events to distribute information about issues, maintain momentum, and gather support for environmental prevention efforts. Staff provided public comment at 95+ city meetings to inform and educate decision-makers about issues and environmental prevention efforts.

# ALCOHOL & DRUG PREVENTION EFFORTS

- RAD Report: Alcohol and Your City: San Gabriel Valley provides insight into the impact of alcohol use in communities and outlines prevention measures that help mitigate the impact of alcohol use.
- EmpowerRx Tool (2017-2019)-The purpose of the EmpowerRx project is to provide information about safe prescription drug use and local safe disposal locations to help prevent accidental ingestion, misuse, overdose, and harm to our environment. A total of 12 PSAs were conducted alongside these other prevention efforts, to help increase public awareness. Available in English, Spanish, Chinese, Vietnamese, and Korean.
- Environmental Prevention Campaigns (2013-2021)-Universal, environmental prevention; Relevant examples of Day One successes include but are not limited to adoption of Smoke-Free Multi-Unit Housing (MUH) policies in South Pasadena and Pasadena, Tobacco Retail Licensing (TRL) ordinances by the Cities of San Gabriel, South Pasadena, Sierra Madre, Pasadena; Smoke-Free Outdoor Areas policies in Pasadena, South Pasadena, Sierra Madre, and Pomona.
- Underage Drinking “Reality Party” (2014-2021) Day One staff and youth produced a series of town halls throughout the San Gabriel Valley that featured scenes from underage drinking parties; Scenes developed and performed by local Day One Youth Advocates from Pasadena, El Monte and Pomona.
- National Drug Take Back Events (2016 – 2021)-Day One staff partnered with Police Departments throughout the San Gabriel Valley (Pasadena, San Gabriel, Pomona, Temple City, and Rosemead) to increase participation in National Drug Take Back Events. Day One hosted a press conference with Pasadena PD, Public Health Department, and the DEA to highlight take back efforts. This effort more than doubled community participation, resulting in the collection of 115 boxes/1,485 pounds of RX throughout SPA - 3.
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godayone.org

book/Instagram/Twitter



# ART AND ADVOCACY

Art is communication; it can tell a story, express an emotion, and evoke a feeling. It is a common language that allows people to connect with one another without translation or interpretation. It can also be a medium for positive change by elevating health, environmental and social issues to a broader audience.

- Art & Advocacy- Collaborated with community-based art organizations to develop spring and fall art installations featuring art that highlights student art, public health issues, social and environmental justice issues. This initiative also increases inclusion of low income communities in the arts. Art Nights 2500-4000 participants.
- The Pasadena Chalk Festival- featuring student artist pieces speaking to public health. Attended by an estimated 100,000 people.
- Virtually Artistic -Collaborated with Armory Center for the Arts
- PhotoVoice- PhotoVoice is a process in which people – usually those with limited power due to poverty, language barriers, race, class, ethnicity, gender, culture, or other circumstances – use video and/or photo images to capture aspects of their environment and experiences and share them with others.
- #PostTruth Campaign - is an invitation for community members to share when, how, or why alcohol or other drugs have negatively affected their life. postTRUTH strives to promote healing and prevent underage alcohol and drug use by sharing true stories.
- Urban Beach- Inspired by a Youth Advocate-led environmental scan of Northwest Pasadena in 2013, youth took notice of the plethora of vacant lots in NW Pasadena, the goal of this placemaking series is to help make Pasadena a little nicer, one block at a time, while bringing the community together. This summer BLOCK9 will be taking place at La Pintaresca Park, in hopes of activating the park with culturally appealing programming.
- Dia de los Muertos Public Health Altars - Public Health Altar Installations will be created by Youth Advocates in Pomona, Pasadena, and El Monte to raise awareness to Public Health issues (Alcohol, Tobacco, Drugs, Sugar, Climate Change, and Violence that contribute to the mortality rate. This is a community art piece that the public is able to add to the altars.



# CLEAN AIR

The Tobacco Prevention Staff at Day One is working to advance public health policies in 4 cities, aiming to advance quality of life for low income communities of color:

- **Pomona:**
  - Smoke-Free Multi-Unit Housing Public Opinion Surveys Collected - 619
  - Formed adult and youth Clean Air Pomona Coalitions
  - Community Life Commission approved a Letter of Support to send to Pomona City Council slated for September 2021
- **Sierra Madre:**
  - Smoke-Free Multi-Unit Housing Public Opinion Surveys Collected - 475
  - Formed Clean Air Sierra Madre Coalition comprised of residents living in multi-unit housing
  - Will attend Sierra Madre City Council Meeting in September 2021 with coalition to educate and inform council on benefits of adopting smoke-free multi-unit housing
- **El Monte:**
  - Smoke-Free Outdoor Areas Public Opinion Surveys Collected - 706
  - Formed adult and youth Love Your Lungs El Monte Coalitions
  - Provided presentation to El Monte City Council in March 2021
  - Smoke-Free Outdoor Areas Policy Slated for discussion at El Monte City Council Meeting early Fall 2021
- **Monrovia:**
  - Smoke-Free Outdoor Areas Public Opinion Surveys Collected - 497
  - Formed Love Your Lungs Monrovia Coalition
  - In talks with Mayor Pro Tem Gloria Crudington & City Manager Dylan Feik on possibly moving forward with a discussion on Smoke-Free Outdoor areas policy at an upcoming Fall 2021 City Council meeting



Clean Air Champion Pablo Tamashiro is the owner of Cyber Yogurt in El Monte.

Pablo's mission is to serve health-conscious food choices with sustainability in mind. Pablo was happy to post smoke-free signage at his store entrance ahead of a city-wide policy to remind patrons smoking is not allowed.

## Policy Accomplishments:

- 2020, Ban the sale of Flavored Tobacco products in El Monte
- 2019, Ban the sale of Flavored Tobacco products in Pasadena
- 2019, Successfully supported a strong Commercial Cannabis Permit Ordinance in Pomona









# ADVANCED ENERGY COMMUNITY

Day One is partnering with UCLA, TEC, and other community partners on the Advanced Energy Communities Project. Bassett Avocado Heights Advanced Energy Community (or BAAEC, pronounced “bay-sea”, for short). We’re a team of local nonprofits, community organizations, and energy technology leaders here to bring together the community to produce renewable energy locally.

That means saving you money on your energy bills, reducing local pollution, and showing the rest of California (and the world for that matter!) how we can transition to a just and clean energy future.

We are in year two of the project and will be out in the community hosting pop-ups, working with students, and parents to engage them in this exciting project.

GOAL is to identify 50 Advanced Energy Homes by December 2021, and implement solar by 2022.



## Helping support extreme heat mitigation:

- Working with UCLA, TEC, and several other partners to support the creation of 50 Advanced Energy Homes in low income communities of color in Basset/ Avocado Heights
- Including the voices of of low income communities of color in the Cooling Pasadena Plan
- Including community input and ideas in multi-benefit projects in the USGR watershed area
- Working with Transformative Climate Communities to address urban greening and climate resiliency in Pomona
- Worked to advance the development of a Parks Master Plan to improve access to green space in Pomona
- Provide community cooling centers/spaces throughout SPA3, during the summer (Block9: Water zones for youth and shading for parents to cool down during extreme heat days)
- Host Movies on the Lawn at community centers and our office space for families to be outdoors (using less AC/energy); provided snacks, water, and sunscreen (SPA3)



# PLACEMAKING

Installing Pop-up Parklets in Pasadena, Pomona, and El Monte to help community members see, feel, and envision the type of city they want to live in.

Parklets are public seating platforms that convert curbside parking spaces into vibrant community spaces. Community at large was asked to participate in a brief public opinion survey.



The Cooling Pasadena project is one of several projects the City is working on to reduce greenhouse gas (GHG) emissions and promote environmentally sustainable practices. GHG emissions are contributing to climate change, which is leading to increased temperatures in many communities, including Pasadena.

This project will identify strategies for cooling that can be applied to Pasadena's sidewalks, streets, and alleys. The resulting toolkit will serve as a community and city resource for addressing extreme heat in these public spaces. The survey focuses on two specific geographic areas: The Lincoln Avenue neighborhood and the Holly Street/Ramona Street area.





# ACCESS TO PUBLIC LANDS

Day One participated in 24 tabling events incorporating the N4A/SGMF Program including leading 2 online presentations and 1 in-person demonstration since March 2021. These events were family or STEM education oriented. Day One partnership with City El Monte Parks Recreation and Community Services, City of Pomona Communities Services and Recreation, Jeff Seymour Community Center, Los Angeles County Department of Parks and Recreation, and Pomona and Valley Certified Farmers Market allowed for these tabling opportunities.

167 seed balls , 126 Biodegradable Peat Pots, and 64 drought-resistant plants were distributed to community members. Community members were informed on the importance of gardening California Native plants and their benefits for pollinators like butterflies and bees.

Tutorials were also posted on social media for additional reach.

Impressions:

- Facebook posts was 470
- Instagram posts were 12,597
- Twitter posts was 773



Nenetzin providing a workshop on how to grow California Native Plants at the Pomona's market.



## Youth Advocates BBQ Bash.

They safely came together on June 19 to celebrate all the amazing accomplishments of their student volunteers over the past year. The students were able to play games, share stories and learn how to make a Mangoniada mocktails and how to safely have a campfire.

Students also provided written testimonials about the need to protect and access our public lands and nature, and shared how they would like more hiking and camping trips in the mountains during the summer. #throwbackthursday #natureforall @day1do



Two youth learned how to garden drought-resistant plants at Day One's community events.





# ACTIVE TRANSPORTATION

Active transportation efforts are advanced by partnering with local cities, Department of Transportations, and local community members. Staff has supported residents by:

- Planning Safe routes to Schools for 9 K-12 Schools
- Planned and launched Pasadena Bike Month
- Administering community surveys
- Convening inclusive community meetings in multiple languages
- Street activation, and community pop-ups
- Hosting free bike repairs, free bike lights, free bike matching, and learn to ride classes.
- 199 free bike repairs provided
- 5,158 community members reached via hosted meetings
- 360,521 social media impressions
- 5,355 online event participation
- 4,710 information dissemination
- 667 bike lights distributed
- 261 helmets distributed
- 55 bike safety checks completed





# ACTIVE TRANSPORTATION

## **Safe Routes to School**

- Day One is currently working with PUSD and the Department of Transportation to advance safe walking, bicycling, and rolling to and from schools through a Safe Routes to School Program (SRTS). The Pasadena SRTS program includes encouragement activities that engage parents, students, and the community. Examples include leading weekly Bike Trains, Walking School Buses, Walk to School events, and Bike Repair events. With COVID-19, Day One and partners have shifted programming to offer virtual workshops and messages. Moreover, the staff was able to extend the popular bike repair and bike match services for Pasadena Unified School District students and families.

## **Pasadena Walks**

- Day One is currently working with the Department of Transportation and Toole Design on the City's Pedestrian Plan update for 2021. The project seeks to identify barriers to walking and options to improve such barriers. Over the course of the project, Day One and the project team are conducting a number of activities to inform the plan development, including:
  - Review of citywide pedestrian collision data
  - Collect public input and feedback via a survey, focus groups, and community outreach
  - Conduct presentations to update stakeholders and the public on our progress
  - Collect counts of Pedestrians currently walking on city streets
  - Convene an Advisory Committee comprised of City Council appointees and community group representatives

## **Safer Streets Pasadena 2021**

- Day One is currently working with the Department of Transportation on a bicycle safety program funded by the California Office of Traffic Safety. The summer program is targeted for adult bicyclists and college age students who ride for transportation, but also includes young cyclists. The DO Active Team sets up at different intersections around the city during the peak evening commute to provide bicycle lights, helmets, and a bike safety check for anyone who needs them. Our Active Team has also participated in multiple community events including Parks After Dark film screenings and National Night Out. To date, the team has distributed 667 bike light sets, 261 helmets, and completed 55 bike safety checks.

## **Pedestrian Safety Campaign: Slow Your Roll**

- Day One implemented a Pedestrian Safety Campaign targeted at drivers. This project incorporated campaign material development, community outreach, education towards students and parents, and targeted outreach in the Pasadena Central Business District. Through August and September, Day One conducted over 20 pop-up events, participated in 4 large events, and conducted 26 ped safety lessons throughout the City of Pasadena to inform, educate, and promote the Slow Your Roll Pedestrian Safety Campaign. Each event took place in the Central Business District and high school student hubs. Through these efforts, we have reached over 5,000 thousand participants. Additionally, the outreach team had the opportunity to engage in direct dialogue with community members to explain Slow your Roll Safety Tips. The majority of the attendees were responsive and shared personal stories about situations with their own pedestrian safety experiences. A large-scale Slow Your Roll Banner was effective in allowing our team to visually communicate the tips, the message, and the purpose to community members.



# ACTIVE TRANSPORTATION

## **Project Wheelie | Pasadena Transportation Department**

- The SCAG Project Wheelie(PW) was a collaboration between Day One and Pasadena Complete Streets. PW sought to increase community access to biking as a mode of transportation for Pasadena residents. The project was composed of two parts, 1) a Bike Repair program, where interested community members could sign up for time slots for socially distanced bike repair sessions, and 2) a Bike match program that matched residents willing to offer their bikes with residents in need of bikes. The project was widely shared around the City of Pasadena through various sources, including through local newspapers, local council members, and community outreach to local bike groups, in addition to the group's own social media outreach efforts. Day One repaired a total of 35 bikes for members of our community. Through the Bike Match Program, we received a total of 45 community submissions. Of those submissions, 30 were requests, while 24 were bike offers. One of the offers was from the CalTech Bike Lab, which offered a total of 12 bikes and over 25 different bike parts such as tires, wheels, and frames towards the exchange program. Through these efforts, we were able to make seven bike matches during the project period.

## **Walk Local Bike Solo | Pasadena Transportation Department**

- Formally known as Bike Month, The Walk Local, Bike Solo (WLBS) Safety Campaign was launched in April 2020 to respond to COVID-19. This campaign provided COVID-19 safe virtual activities, safety messaging, and tips for pedestrians and bicyclists. Due to COVID-19 and the increased numbers of pedestrians and bicyclists on the streets, this campaign reminded community members about the rules of the road and COVID-19 protocols and procedures. The virtual activities consisted of scavenger hunts, photo contests, and self-guided tours. The WLBS was wholly digital and relied upon participation from Instagram, Twitter, and Facebook users. The WLBS team developed 17 total online activities with 97 active participants, 15 social media winners, and 134 posts through the #walklocalbikesolo. In May, the WLBS campaign launched a free bike service for low-income and disadvantaged families and individuals who needed basic bicycle maintenance and repairs. Additionally, we included 152 bike lights with the bike repair service. The bike repair service followed strict guidelines and procedures. There was 80 total requested appointments and 48 repaired bikes in April and May 2020.



# DO COMPOST: FROM SCRAPS TO SOIL PROJECT

The DO Compost From Scraps to Soils (FSS) project was implemented in the Cities of El Monte and Pomona, CA through a partnership between DO and AmeriCorps Climate Action Corps (CAC). The project encompassed hands-on learning and the creation of a community compost service to promote overarching goals of social justice, food waste reduction, community partnership, and environment conservation. We're thrilled to introduce our DO Compost restaurant partners: Bourreguitas, Pomona Pizza Co, and Mi Mercadito Market. These amazing businesses have agreed to donate their food scraps weekly to assist with our goal of collecting 1,200 lbs of food scraps. We're grateful for their support and proud of the steps they are taking to promote the health of our Pomona community! Be sure to check out these tasty and environmentally-conscious spots! We've also set up a composting site with 2 compost bins in partnership with Lopez Urban Farm in Pomona. Lopez Urban Farm helped us work towards our goal of composting.

Kicking off our new DO Compost: From Scraps to Soil project, we've hosted 11 in-person compost demos at Pomona Summer Movies in the Park, El Monte Farmer's Market, and to raise awareness about the importance of composting!

We have also aimed and posted the demos on social media for ongoing education and reach.

All of this was accomplished with dedication and help from the amazing Peyton Fort, who is fellow from the California Climate Action Corps. Peyton has been able to work with our team and community to accomplish all this in 9 weeks.

## SUCCESS

- **Provided 20 free Compost buckets to community members**
- **1,000 + people engaged with compost demonstrations.**
- **2,300 pounds of food waste collected in 9 weeks**
- **11 in-person/virtual compost demos**









# CLEAN WATER SAFE DRUG DISPOSAL



**National Drug Take Back Events**  
Day One staff partnered with Police Departments throughout the San Gabriel Valley (Pasadena, San Gabriel, Pomona, Temple City, and Rosemead) to increase participation in National Drug Take Back Events.

Day One hosted a press conference with Pasadena PD, Public Health Department, and the DEA to highlight take back efforts. This effort more than doubled community participation, resulting in the collection of 115 boxes/ 1,485 pounds of RX throughout SPA - 3.

## **FY 20.21**

- Collected 380 lbs for prescription medications throughout SPA-3
- Distributed 59 doses of Naloxone
- 5 Rx presentations
- 18 community events

## **FY. 19.20**

- Collected 607 lbs for prescription medications throughout SPA-3
- 8 Community Events
- 5 Rx Presentations

# CLEAN WATER PLASTIC SURVEY



Agency	In- person	Online	Businesses
Day One	148	123	20
Pacoima Beautiful	0	37	0
<b>Total Reach</b>	<b>148</b>	<b>160</b>	<b>20</b>

City	# of surveys	Agency
Pasadena	64	Day One
El Monte	30	Day One
Pomona	52	Day One
Sierra Madre	2	Day One
Pacoima	37	Pacoima Beautiful
Businesses	20	Day One
Online	123	Day One
<b>Reach</b>	<b>328</b>	

Day One develop a plastic policy priorities survey to capture community input in the policy prioritization and approach



## SURVEYS CAPTURED

148

low-tech

160

high tech

- Collect a minimum of 200 surveys indicating plastic policy priorities
- Collect input from local community serving restaurants to better understand their needs and input on possible policies to reduce single-use plastics.
- Share results of survey with EYCEJ to assess alignment and points of collaboration in the region on community-based policy priorities
- Share results of survey with LA County Sustainability Department to assess feasibility of policies
- Develop and Boost Social Media polls to assess plastic policy priorities with a minimum reach of 200 people.
- Share feedback regarding local priorities





# FOOD SECURITY

Helping develop a sustainable and just food system that enhances access to affordable, local, and healthy food The County of Los Angeles will leverage its capital assets, public services, and regulatory authority to improve access to healthy food within County boundaries while optimizing its purchasing power and business services to make food production more sustainable.



Day One's very own Maritza working on our newly implemented community garden in front of the El Monte office located at the Jeff Seymour Family Center.

Staff provides gardening classes, healthy cooking classes, space for residents to grow their own produce, and hosts regular free produce distribution events.

Alfredo prepping for a healthy cooking demonstration for Spanish speaking, Pomona parents.

Day One has over 6 years of experience in conducting nutrition education and physical activity to students (K-12) and parents in various settings such as schools and communities and has provided over 1000 nutrition and exercise classes to the cities of Pasadena, El Monte, and Pomona over the last 6 years with the Nutrition Education and Obesity Prevention grant and the Healthy Communities Initiative grant. Staff partners with school districts to allow for clearance to provide classes during school hours and after school hours.

During the Healthy Communities Initiative grant, Day One partnered with after school programs to offer classes at a more convenient time for both teachers and students. This led to ongoing partnerships for each year of the grant. In the Mountain View School District, Day One offered 6 class series at 6 schools each year through Think Together after school programs. The schools were selected based on location and need as identified by Think Together. The curriculum used was Serving Up MyPlate Level 3 for 5th and 6th graders.

From 2017-2018, Day One offered 262 Nutrition and Physical Activity classes with an estimated reach of 2340 Children and Adults. 2018-2019, Day One offered 226 more Nutrition and Physical Activity classes with the reach spanning from 2nd graders to older adults.

# TOMA ECONOMIC JUSTICE

Day One recently received a economic justice grant from the Office of Minority Health to increase Earned Income Tax (EITC) knowledge with the goal of increasing ACEs protective factors. One challenge we have had to troubleshoot is the community trauma around the fear of deportation. There is a high percentage of immigrants in SPA3 that have clearly shared that they are too frightened to access community resources and benefits-- fearing that they would be flagged. When offered free tax preparation services in partnership with Cal Poly Pomona and Cal State LA's IRS Volunteer Income Tax Assistance (VITA) program, many were fearful of offering their personally identifiable documentation due to lack of trust in the government from their home country and the unfriendly political climate being experienced nationally. Staff's ability to speak to people in their native language was effective in removing some of the initial hesitancy to engage with us.

We also did the following best practices:

- In-person translation. Inquired clients preferred language prior to arrival and had staff on-site that could speak their language from beginning to end of the appointment.
- Document translation. Provided documents in requested language to remove the fear of signing paperwork without clear understanding.
- Cultural hospitality. Provided culturally appropriate snacks & beverages.
- Attending family members. Allowed an accompanying family member to attend appointments so program participants did not feel uncomfortable coming to a new place alone.
- Customer service. Never forceful, always polite, and consistent in providing our free services in-person weekly at the same time to the community. The consistent in-person service is extremely turnkey in building trust to a low-tech community that needs help using the internet to access services.
- Trusted referrals. Testimonials from friends and family and amplifying live testimonials on social media pages was highly effective in increasing referrals, especially amongst populations scared to come in.

Day One partnered with Young & Healthy to provide organizations in the SGV with free trauma informed care training. This increased partner capacity to serve clients who experienced Adverse Childhood Experiences (ACEs).

In the past year, we have achieved the below:

- \$86,733 in refundable tax credits to community members
- 119,575 community members reached through social media, print, websites on EITC
- 172 low-income tax clients assisted in free tax preparation
- 3,115 community members educated on EITC through informational booths, community presentations, vaccination sites, and tax preparation
- 95 ACES training sessions to 1,211 community members.

Our tax preparation services reached some of the most underserved populations.

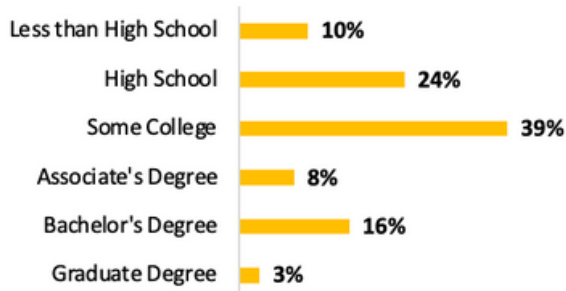
- 63% in poverty, making \$0-\$19K annually
- 73% have not completed college
- 42% were 60+ years of age
- 51% Hispanic/Latino
- 15% Black or African American



# ECONOMIC JUSTICE

## TOMA Intake Form Analysis

### Educational Attainment (n=170)



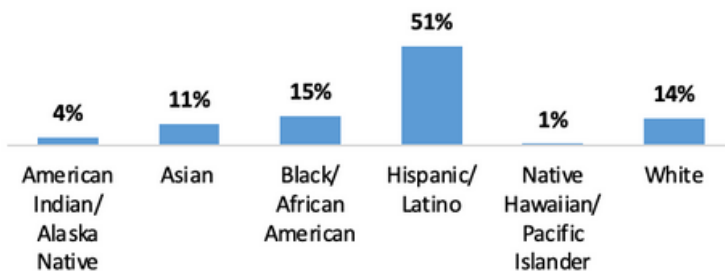
**9%** received the Child Tax Credit (n=177).

**25%** received Federal Earned Income Tax Credit (n=177).

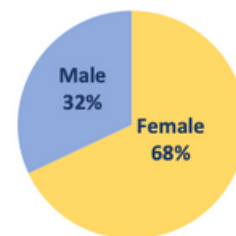
**48%** received State Earned Income Tax Credit (n=177).

**15%** of clients were from opportunity zone zip codes 91001 & 91003.

### Race/Ethnicity (n=157)



### Sex (n=178)

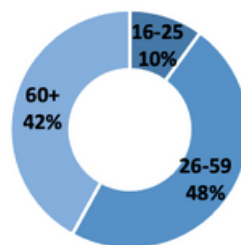


**79%** of clients speak English. 19% speak Spanish and 2% Chinese (n=184).

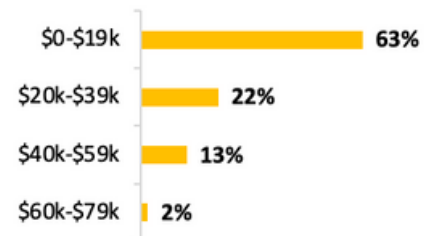
**80%** of clients have 0 dependents. 20% have 1-2 dependents (n=178).

**100%** Identify as heterosexual (n=79).

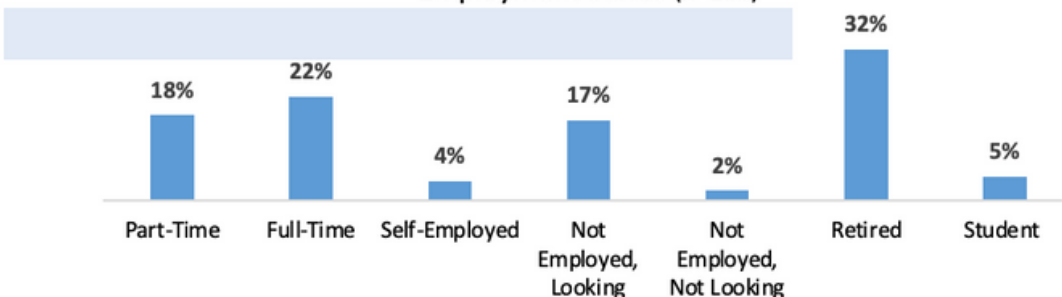
### Age (n=175)



### Income (n=163)



### Employment Status (n=169)





# LOW TECH OUTREACH & SUPPORT





# LOW TECH OUTREACH & SUPPORT

**Student Weekly!**  
DO STAY INVOLVED!

**NOVEMBER 2020**  
ISSUE #4

**do STUDY ZONES**  
RESERVE YOUR SPOT  
<http://bit.ly/DOSTudyZones>

Study Shifts available on Monday-Friday  
8:00am-2:00pm outdoor class  
Sanitation Break from 2:00-3:00pm  
3:00-5:00pm outdoor tutoring

A safe, healthy, outdoor study space designed to support student success by providing access to:

- Internet
- Homework Help
- School Supplies
- Stretch Breaks
- Refreshments
- Resources
- Mentorship

verizon | PASADENA | day one

[www.goDayOne.org](http://www.goDayOne.org) #dayIDO

**block9**  
9 DAYS OF FUN, FREE, LOCAL SUMMER EVENTS

Day One builds vibrant, healthy cities by advancing public health, empowering youth, and lighting change.

Day One 175 N Euclid Ave, Pasadena, CA 91101

**register**

- Movies on the Lawn 6pm-9pm**  
Grab a towel, a picnic, and some friends, then head over to our urban beach to soak in some sun. Free Bike Repair, Bike Valet and Treats.
- Mindful Monday 5pm-8pm**  
Make Monday a Zen Day. Join us for some herbal tea, meditation, healthy snacks, yoga, balancing music, and various forms of creative expression.
- Sip-N-Point 10am-12pm**  
Enjoy a refreshing beverage and snacks with friends and family while enjoying a featured painting! Paint, canvas and brushes are provided to unleash your inner Van Gogh.
- Senior Kick-Off Day 3-4pm**  
Incoming High School Seniors and Juniors in Pasadena are invited to a fun evening of food, friends, games, music, and real talk about how to get geared up for the college days ahead.
- Fit Fast 2pm-4pm**  
Join us at Day One's urban beach for some healthy snacks, smoothies, Circuit Training, Obstacle Course, and Beach Volleyball Tournament.
- Custom 12pm-3pm**  
Unleash your creativity by joining us for free tie-dye shirt making.
- Aqua Day 11am-3pm**  
Join us at Day One's urban beach where you can cool off in our splash zone, enjoy some fruit pops, face painting, DIY arts & crafts and water balloon games.
- LUAU 4pm-8pm**  
Join us at Day One's urban beach where you can dip your toes in the sand, play some beach volleyball, cool off with water balloons, and enjoy a wonderful hula show. Family Fun!
- Beach Party 3-6pm**  
Chill with us as we wrap up our last day of BLOCK9 with friends, food, and good times!

Urban Beach Open August 1st - 9th from 5 - 8 pm  
Dip your toes in the sand, play some beach volleyball, cool off with water games, and enjoy the warm summer evenings. Fun for the whole family!

Register at: [https://bit.ly/block9\\_2021](https://bit.ly/block9_2021)

[www.goDayOne.org](http://www.goDayOne.org) Instagram Facebook Twitter #dayIDO



**Movie on the Lawn**  
JUNE 25 | 7:30PM-9:30PM | MUST RSVP!

Registration: [bit.ly/domovienight06](https://bit.ly/domovienight06)  
#DOMovieontheLawn

Hey Youth Advocates

**We're Back!**

STARTING SEPTEMBER 1ST  
4:30 - 5:30 PM  
SWIPE TO SEE THIS MONTH'S MEETING TOPICS!

\*PLEASE NOTE THAT SOME OF OUR MEETINGS WILL BE ONLINE AND SOME WILL BE IN PERSON. PLEASE CHECK THE CALENDAR FOR DETAILS



**HEADPHONE DRIVE**

Help close the virtual learning gap by sponsoring a pair of headphones for a student today!

If you're a student who needs a pair of headphones please visit:  
[bit.ly/headphonedrive](https://bit.ly/headphonedrive)

To sponsor a pair of headphones for a student please visit:  
[bit.ly/headphonedrive](https://bit.ly/headphonedrive)

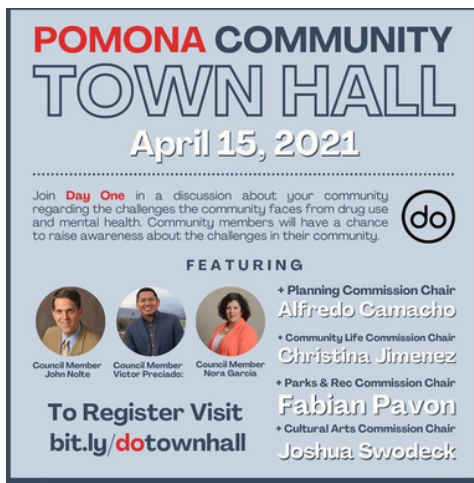
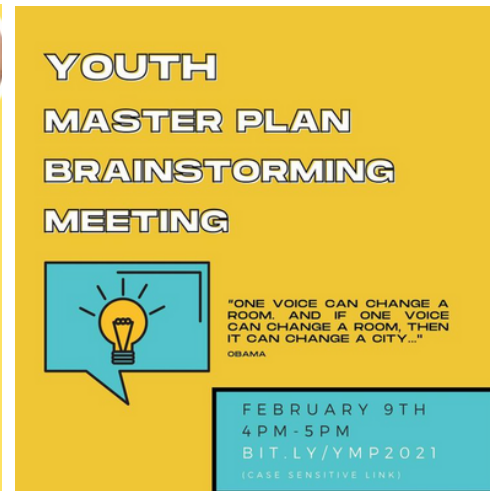


# LOW TECH OUTREACH & SUPPORT





# HIGH TECH OUTREACH & SUPPORT



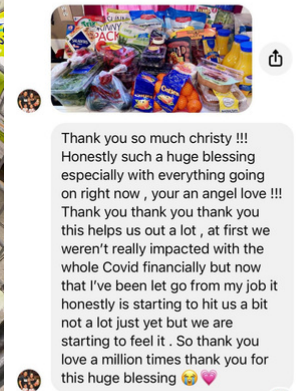
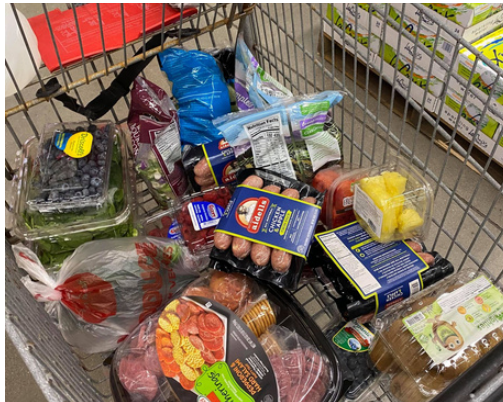


# HOLIDAY OUTREACH & SUPPORT

Low Tech- CARES Act In November of 2020 Day One was presented with a \$300,000 grant to help address food insecurity in SPA3. All funds were to be expended in one month, and no gift cards could be distributed. Day One leveraged existing partnerships with local supermarkets, food pantries, and NPO's to meet grant expectations and community needs. In total we increased food security to:

**520 families in Pasadena, 620 families in Pomona, and 400 families in El Monte.**

Staff outreached to community partners at WIC, School Resource Centers, NPO's that support undocumented families, neighborhood associations, food pantries, and college student unions, to help those with the highest need. Additionally families were asked if they needed help filing for taxes, EITC, or CalFresh. Those who indicated yes, received follow up support - resulting in an assistance to 164 families.









# #VACCINATEPASADENA

The Together Toward Health partnership aims to deliver direct support to the Pasadena/Altadena communities most impacted by COVID – providing resources, care, education, and vaccinations.

Thanks to the funding from PHI's Together Toward Health, and our partnership with over 35 agencies and organizations, we can widely promote the effectiveness of the vaccine. Together, we'll deliver vaccination resources to all Pasadena residents.


With the Pasadena Public Health Department's vaccine rollout, we invite you to participate in the #VaccinatePasadena virtual campaign!  
[www.vaccinatepasaden.com](http://www.vaccinatepasaden.com)

- 52 Community Meetings
- 241 Reached via pop-up events
- 1300 Information Dissemination
- 12560 Social Media impressions
- 20 Online events







# STRONGER TOGETHER





**85.3%**  
**PERCENT**  
**PASADENANS**  
**FULLY**  
**VACCINATED+**

 **#VaccinatePasadena**  
QUESTIONS? (626) 744-7311 | CITYOFPASADENA.NET/COVID19VACCINE




**93.4%**  
**PERCENT**  
**PASADENANS**  
**VACCINATED**  
**WITH AT LEAST**  
**ONE DOSE+**

 **#VaccinatePasadena**  
QUESTIONS? (626) 744-7311 | CITYOFPASADENA.NET/COVID19VACCINE



**ALMOST**  
**AT 100%**  
**LETS GET THIS**  
**PASADENA**

 **#VaccinatePasadena**  
QUESTIONS? (626) 744-7311 | CITYOFPASADENA.NET/COVID19VACCINE

Number and Percent (of Pasadena population in each Race/Ethnicity group) of first doses, by race/ethnicity

Race/Ethnicity of Person Vaccinated	# People with at least one dose	% of population in each racial group with at le...
White (non-Hispanic)	42,534	83.9
Hispanic or Latinx	28,053	56.9
Black/African American	8,072	68.7
Asian/Pacific Islander	21,873	90.9
Other/Unknown	13,522	
Total 1st Doses	114,054	

Number and % (of Pasadena population in each age group) of first doses, by age group

Age Group of Person Vaccinated (years)	# People with at least one dose	% of population in each age group with at le...
12-17	6,034	91.8
18-44	48,471	83.8
45-64	34,632	98.5
65 and over	24,895	99.9
Total 1st Dose (12 years and over)	114,054	93.4

