

What Is a Healthy Community for Us?

The World Health Organization (WHO) defines a healthy city as “... one that is continually creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential.”

Expanding this definition, WHO (Europe, 1986) also suggested a set of eleven key components that together make up a healthy city:

1. A clean, safe, high-quality physical environment (including housing quality)
2. An ecosystem that is currently stable and is sustainable in the long term
3. A strong, mutually supportive and nonexploitative community
4. A high degree of public participation in and control over the decisions affecting one’s life, health, and well-being
5. The meeting of basic needs (food, water, shelter, income, safety, work) for all the city’s people
6. Access to a wide variety of experiences and resources with the possibility of multiple contacts, interaction, and communication
7. A diverse, vital, and innovative city economy
8. Encouragement of connectedness with the past, with the cultural and biological heritage, and with other groups and individuals

9. A city form that is compatible with and enhances the above parameters and behaviors
10. An optimum level of appropriate public health and sick care services accessible to all
11. High health status (both high positive health status and low disease status)

How Do We Get One?

Historically, local governments have played a significant role in creating healthy communities through policies relating to urban planning, transportation, housing, community and social services, parks and recreation, education, policing, and public works, among others. But local government alone cannot create healthier communities. It takes the combined effort of all sectors of the community, including local businesses, the voluntary sector, community organizations, schools, and health services. The creation of healthy community coalitions that bring together partners from many different sectors is thus a fundamental objective of the healthy city and community approach.

The modern healthy cities and communities movement, because it is locally relevant and community-based, provides a powerful means of achieving better health for all. 🗺️

PCM Adds New Communities to its Roster

- Lakeshore Villas Homeowners Association - Oceanside - 150 Condos
- Town Centre - Laguna Woods Association - Laguna Woods - 7 Commercial Units
- Seabreeze Condominium Owners Association- Oceanside - 45 Condos
- Blue Lagoon Community Assn., Inc. - Laguna Beach - 119 PUD
- Apple Valley Ridges Estates Homeowners Association - Apple Valley - 70 PUD
- Santa Barbara Neighborhood Association - Irvine - 125 Condos
- Rosecrest Lane Homeowners Association - Pasadena - 35 PUD
- The Retreat Community Association - Corona - 419 SFH
- The Estates at Trump National Golf Club Association - Rancho Palms Verdes
- Lynwood Owners’ Association, Incorporated - San Bernardino - 184 Condos
- Creekwood Condominium Association - San Diego - 252 Condos
- Oak Park Owners Association - San Diego - 30 PUD
- Altura, Inc. - Placentia
- Morningside Woods Homeowners Association - Escondido - 92 Condos
- Wilmont Ranch Maintenance Corporation - Oceanside - 209 - PUD



The Roadmap™

Issue #19



Healthy Communities

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In recent years, much of the discussion about people’s health has revolved around health care. The logical assumption is that to improve and maintain a person’s health a society must have an effective health care system. However, another approach to public health is to develop and sustain healthy environments. In fact, it could be argued that the major determinants of health have little to do with any form of health care system. Rather, health is determined by equitable access to such basic prerequisites for health as food, shelter, clean air and water, adequate resources, education, income, a safe physical environment, social supports, and so on. In essence, a healthy city,

In more recent times, visionaries such as Ebenezer Howard, who pioneered “garden cities” in the 1890s, led the way in planning communities that were more environmentally and socially healthy. With the advent of modern medicine in the 1930s, this public health approach to creating healthier cities and communities became overshadowed by medical interventions. It was not until the mid-1980s that there was a resurgence of the healthy community idea.



The concept of a healthy community is a simple one: the environment that surrounds a person has the largest impact on their overall health and well-being. It is important to note that there are very few universal applications of this idea and that each community needs to apply the concept somewhat differently, asking itself two simple questions: What is a healthy community for us, and how do we get one?

This concept of a “healthy city” dates back to mankind’s earliest civilizations. The Romans, for example built aqueducts and public sewage systems to provide their citizens with a higher quality of life.

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Laguna Woods Village Plans "Green" Golf Clubhouse

By Wendy Bucknam

At the end of this year, Laguna Woods Village will break ground on a new Village Golf Clubhouse. But this is no ordinary ground breaking. The new clubhouse embodies a strong commitment to green architecture and maintaining a healthy lifestyle at Laguna Woods, California's first and largest active-adult community.

"As conscientious environmental stewards, the Village board and PCM designed every aspect of the proposed building to minimize its impact on the environment," said Donny Disbro, Chief Executive Officer of PCM. "With 12,736 privately-owned homes and approximately 18,000 residents, this project will make a huge impact on the future of the associations' buildings and green standards."

Scheduled for completion in late 2011, the new Golf Clubhouse will serve as golf operations headquarters as well as a community gathering place that will include a full service café. Designed to meet LEED (Leadership in Energy and Environmental Design) Silver Project standards, the new clubhouse will adhere to the latest efficiency standards for energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, stewardship of resources and sensitivity to their impacts.

The new Golf Clubhouse is estimated to consist of 17,800 square feet of combined interior space and outdoor decking, an increase of 9,500 square feet from the existing building. The building will not only serve as a first-class facility on the PGA-rated 27-hole links course, but it will also be open for the enjoyment of all residents of the Village. A full service restaurant and café will be available for residents while dining on the spacious outdoor decks featuring spectacular views of Orange County's Saddleback Valley and Santa Ana Mountains. The building will include golf cart rentals, a pro shop, equipment storage, and a number of meeting rooms for Village clubs and residents to enjoy.

Minimum Use of Fossil Fuels

When Disbro and his leadership team decided to embrace green standards company wide, they added the caveat to make green choices that were not just earth-kind and energy efficient but also financially sound.

"It's not enough to use recycled paper or purchase certain vehicles," Disbro said. "Going green has to be financially sound and the Village Golf Clubhouse was planned so that it would impart minimal impact on the environment as well as the budget."



The Village is already an electric-vehicle friendly community - residents may travel anywhere inside the Community's gates and to many neighboring shopping centers in their personal golf carts. Visitors to the clubhouse and café will be encouraged to use their golf carts to receive preferred parking.

Energy Efficiency

The Clubhouse is designed to optimize energy performance. The baseline energy usage will be approximately 24% lower than the baseline usage of comparable new construction. This is achieved through efficient use of elevators, heating and cooling equipment, kitchen appliances and computers. Energy efficient systems provide cost-savings that translate directly to lower operating costs.

Water-Wise

The Clubhouse will require 20% less water than a comparable building. This is achieved through fixtures, urinals and lavatories inside the building that have relatively higher efficiencies.

Water will be conserved outside as well through the use of drought-tolerant indigenous landscaping, drip irrigation, and recycled non-potable irrigation water. Carefully planned landscaping will reduce water consumption by 50% compared to conventional landscaping.

Reduce, Reuse, Recycle

During construction of the Clubhouse, approximately 75% of construction waste will be diverted from landfill disposal through the utilization of recyclable and/or reusable resources. Materials will be recycled, salvaged, and/or reused on-site wherever possible.

Building materials will consist of at least 10% recycled content, and 10% regionally sourced material. Materials that are extracted, processed, and manufactured locally reduce shipping costs by decreasing the distance they must be transported, save fuel and decrease vehicle emissions.

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Healthy Building

The building interior will be finished using only low VOC emitting materials, including carpet, adhesives, paint, and coatings. This will keep the interior air cleaner, and substantially reduce the number of harmful chemicals emitted into the environment.

Plans for the Village Golf Clubhouse are currently being finalized. Once complete, the building will benefit golfers and residents alike, and will serve as a beautiful model of environmentally-friendly construction.

"This project is an example of what can happen when an association and its managing agent work together not only

to upgrade the community, but to contribute to the greater good of our environment," Disbro said. "We are very proud of the hard work and conscientious investigation that the Village board and PCM staff invested in this project." ◀

Wendy Bucknam serves as government and public affairs manager to Laguna Woods Village. The Village, as residents refer to it, was first opened to homeowners in 1964, and has been professionally managed by Professional Community Management, Inc. since 1974.

Cut Down on Costs but Not Lifestyle!

By Donny Disbro

CEO Professional Community Management of California, Inc.

The recession, whether it is over or not, has caused fundamental shifts in everyone's lifestyle that may continue for quite some time. Some of us may hold off on major purchases, and we might think twice about a weeklong tropical vacation and opt instead for a weekend getaway.

Professional Community Management, Inc. (PCM) has responded to our residents' requests to tighten our belt by implementing more efficient operations and smart green programs. But there are two things, even in this economy that residents demand: service and lifestyle. At PCM, we use the "home versus house" analogy. Our residents choose to make the California communities that we manage their home. They base one of the most important financial and emotional decisions based on the lifestyle which includes community amenities, recreation program and neighbors.

Keenly aware of our responsibility in making sure our residents always feel at home, we are very proactive in offering numerous recreational services that still satisfy the bottom line. I believe this has been one of the reasons for our continued growth in spite of the slow economy.

We have helped implement simple, cost-effective community-based programs including barbeques, book exchanges, dinner clubs and community fundraisers. Whether our recreation directors are planning wine country excursions or a community-wide flea market, they give each program the same care and attention to detail. The results have been surprising.

"It makes residents feel more involved if they can go to a fun social event with friends and share food and ideas," said Recreation Director Kim Little of the active adult community Solera Oak Valley Greens in Beaumont, CA. "I've not heard anyone ever complain about cooking a



plate of spaghetti or bringing their own bottle of champagne or wine. Most people are not looking to buy a ticket for \$25 to \$30 anymore."

At Laguna Woods Village, a 55+ age-restricted gated community just minutes from Laguna Beach, CA, the resident golf pro, Roger Teel, began a free golf clinic for visually impaired residents two years ago. Through the help of volunteers recruited from the community and PCM's support, Teel volunteers his time to teach students - some who have never played golf and can't see more than 30 to 40 yards - how to take a driver, iron or putter and hit a ball only 1.68 inches in diameter without actually seeing it.

"Laguna Woods was designed for the active adult and we wanted to make sure that our visually impaired residents have the same access to the amenities in our community," said Governmental and Public Affairs Manager Wendy Bucknam. "It's the perfect example of delivering on the lifestyle promise of the community and bringing neighbors together in support of each other."

The bottom line is simple: If we fail to deliver on our residents' lifestyle expectations and needs, our competitiveness in the marketplace will be weakened. But mostly at PCM, it is a point of personal and professional pride that our service in recreational programming makes each community a home, where memories are made and friendships are treasured. ◀