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# Civic Action

★★★ NEWS FROM THE NATIONAL CIVIC LEAGUE ★★★

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## League Selects 1992 All-America Cities

Ten 1992 All-America Cities were announced at an awards banquet the evening of Saturday, June 6, in Charlotte, North Carolina. The announcement followed two days of Jury Hearings, in which the 30 All-America City Finalists presented their community projects to a distinguished panel of jurors, and an afternoon of Jury deliberations.

Former Hawaii Governor William F. Quinn, Foreman of the 1992 All-America City Jury, introduced the ten communities after welcoming remarks from Allstate Insurance Company Chairman and CEO Wayne Hedien and National Civic League Chairman Henry Cisneros. The winning communities are:

- Kenai, Alaska
- Little Rock, Arkansas
- Delta, Colorado
- Rockford, Illinois
- Kansas City-Wyandotte County, Kansas
- Billings, Montana
- Jacksonville, North Carolina
- Minot, North Dakota
- Columbus, Ohio
- Harlingen, Texas

"From Delta, Colorado to Columbus, Ohio," said Cisneros, "these ten communities have effectively harnessed civic pride and public-private partnerships to improve economic conditions and quality of life at the local level."

Referencing the mission of the All-America City Award Program — to underscore the potential of collaboration and inclusiveness in local problem solving — Allstate Chairman Wayne Hedien recognized that the delegations of the thirty finalist communities "represent the future of our cities, if we have the courage, compassion and common sense to follow their examples. These cities have proved that everyone has a right to belong and all of us have a chance to contribute."

### All-America Cities Exemplify Creativity at the Local Level

The ten award winners, ranging over nearly every region of the country, were recognized for their innovative and effective efforts to address some of the nation's most pressing social problems, including substance abuse, economic development, environmental protection, education, health care, HIV infection, and race relations. These ten honorees have collaboratively identified their most pressing local and regional needs and creatively mobilized their resources — both human and material — to meet them. In particular, the All-America City Award recognizes effective organization of citizens and involvement of public, private and voluntary sector institutions in formulating and executing solutions. Condensed descriptions of

the programs and projects of the 1992 All-America Cities, with contact names supplied for follow-up, appear on pages two and three of this issue of *Civic Action*.

### Every Applicant "A Winner"

During the two days prior to the awards announcements, the 30 AAC Finalists presented their projects to the All-America City Jury, whose members asked detailed questions about how the programs were organized, how they operate, who was involved, and the extent to which they achieved their desired effects. Although only ten communities were named All-America Cities, all the applicants are winners; the rigorous self-evaluation process communities undergo in preparing the application for the Award requires a critical examination of local problem-solving capacity and practices. Most communities learn from the application experience, but the Jury Hearings are particularly informative. In fact, four communities (Little Rock, Rockford, Columbus, and Jacksonville) that were non-winning Finalists in the 1991 competition received the All-America City designation this year. The National Civic League salutes the remaining 20 All-America City Finalists for their exceptional efforts and encourages their future participation in the program:

- Chandler, Arizona
- Avenal, California
- Glendale, California
- Monterey Park, California
- Honolulu, Hawaii
- Nampa, Idaho
- Bloomington, Indiana
- Huntingburg, Indiana
- Lindsborg, Kansas
- Owensboro-Daviess County, Kentucky
- Newton, Massachusetts
- Columbus, Nebraska
- Southport, North Carolina
- Portland, Oregon
- Pottsville, Pennsylvania
- Reading, Pennsylvania
- East Providence, Rhode Island
- Sumter, South Carolina
- Houston, Texas
- Black River Falls, Wisconsin

### The All-America City Award: A 43-Year Tradition

Established by the National Civic League (then the National Municipal League) in 1949, the All-America City Award is the oldest and most respected community-recognition program in the United States. Since 1949, over 400 communities have received the All-America City designation. The Allstate Foundation, a corporate philanthropy affiliated with Allstate Insurance Company, has funded the All-

America City Award Program since 1989, and has recently announced its decision to fund the 1993 program with a \$350,000 grant.

Communities of all sizes are eligible for the All-America City Award. Cities, counties, neighborhoods, and regions may apply. Units of government, public agencies, chambers of commerce, nonprofit agencies, individuals, and community groups — either formal or informal — may submit the application. Thus, the All-America City Award honors the ability to organize and define a community of interest: any entity capable of mobilizing people and resources, framing issues, resolving conflicts and achieving community progress.

### National Recognition for All-America Cities

The communities designated All-America Cities in 1990 and 1991 received Presidential recognition at the White House and extensive media attention. In addition, the National Civic League provides guidance to All-America City designates in leveraging the benefits of the award. Other recognition includes feature stories on each of the ten winners in the League's widely distributed *All-America City Yearbook*; the 1992 edition is currently being compiled.



THE ALLSTATE  
FOUNDATION

The All-America City Award Program is funded by a grant from The Allstate Foundation, North Brook, Illinois. For more information on the All-America City Award Program, to reserve a copy of the 1992 AAC *Yearbook*, or to obtain a copy of the 1993 AAC application (available late summer, 1992), contact: Wendy Dickstein, National Civic League, 1-800-223-6004.

### Inside Civic Action:

- Detailed information on upcoming 98th National Conference on Governance (two-page insert)
- Profiles of 1992 All-America Cities, pp. 2-3
- National Student Voter Education Day, p. 4

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## Kenai, Alaska (pop. 6,327)

With senior citizens leaving town due to a lack of support services and a downturn in the local fishing industry owing to the *Exxon Valdez* oil spill, concern for Kenai's economy was particularly high. A 19 percent unemployment rate left many families in financial and emotional disarray. Complicating the economic picture were chilly relations between the Caucasian newcomers and the traditional Native American population. To foster greater unity, Kenai staged a bicentennial celebration, which not only brought diverse groups together, but also restored the community's pride and confidence, leading to the establishment of the \$1.6 million Kenai Bicentennial Visitors and Cultural Center. To stem the exodus of elderly persons, citizens organized to develop "Vintage Pointe," a \$7 million, 40-unit affordable housing project for senior citizens. Physical isolation has not insulated Kenai from the steadily increasing incidence of domestic violence observed in other parts of the country. The community responded with the formation of the Women's Resource and Crisis Center which, since 1989, has delivered over 22,000 bed-nights of emergency shelter. Once the short-term need for emergency shelter is satisfied, the affiliated Transitional Living Center empowers women with the occupational and coping skills necessary to keep them from returning to dysfunctional and potentially dangerous domestic settings.

Contact: **Carol L. Freas**, City Clerk, City of Kenai, 210 Fidalgo Avenue, Kenai, AK 99611; (907) 283-7539.

## Little Rock, Arkansas (pop. 175,795)

With a high crime rate, run-down inner-city housing stock, and substance abuse on the rise, Little Rock had its work cut out. To fight crime, the community instituted the Neighborhood Alert Center, which serves as a base of operations for community policing, neighborhood planning, and a block-watch system; the initiative has resulted in a 19 percent decrease burglary, larceny, and vehicle theft during one year of operation. To provide a viable alternative to substance-abusive lifestyles, the City of Little Rock launched "Fight Back/Save the Children," which involves a unique universal insurance program guaranteeing all 26,000 pupils in the Little Rock public school system access to substance abuse treatment. In response to the decline of the community's downtown residential area, Little Rock held its first annual "Paint Your Heart Out, Little Rock" program, which attracted the participation of over 700 volunteers who painted and performed minor repairs on 48 homes in two blighted downtown neighborhoods.

Contact: **Tom Dalton**, City Manager, City Hall, Room 203, 500 West Markham, Little Rock, AR 72201; (501) 371-4510.

## Delta, Colorado (pop. 3,789)

Poor economic conditions — emerging from mine closures and the loss of farming contracts — plagued the rural mountain community of Delta. The need to prepare for a changing world economy, combined with a

desire to upgrade the community's public facilities and human infrastructure, spurred the citizens of Delta to action. The north side of Delta was transformed from a deteriorated industrial/mining area into a 305-acre commercial and recreational complex, which now houses several new businesses, as well as a 70-acre fishing lake, a new horse arena and an outdoor amphitheater. The complex has generated over 75 new jobs for the community. Complementing these efforts, Deltans rallied behind the development of a 48,000 square foot multi-purpose recreation center that includes a much-needed public swimming pool. To enhance the competitiveness of its future work force, Delta established four "Centers for Applied Learning," which feature team teaching and hands-on applications of state-of-the-art computers and interactive videodiscs covering a range of educational disciplines.

Contact: **Steve Shutt**, City Manager, City of Delta, P.O. Box 18, Delta, CO 81416; (303) 874-7566.

## Rockford, Illinois (pop. 139,426)

Facing an affordable housing pinch, lack of broad-based interest in the arts, and the rapid exhaustion of its landfill, the Rockford community took definitive steps to enhance its quality of life and its long-term ecological viability. Utilizing a \$500,000 grant, the Rockford Area Affordable Housing Coalition — consisting of over 40 private, public and nonprofit organizations — was formed to raise funds and coordinate the rehabilitation and construction of multi-family dwellings. Proving that "the arts are for everyone," community leaders — through the collaboration of six local cultural organizations — converted a 120,000 square-foot former retail store into the \$6.2 million Riverfront Museum, featuring high access and events honoring the community's diverse cultures. With the prospect of closing its landfill within two years looming ominously, Rockford instituted the "Rockford Recycles" program which, since its initiation in 1989, has reduced landfilling by 40 percent with more than two-thirds of Rockford's citizens complying.

Contact: **Susan E. Grans**, Vice President, Rockford Area Chamber of Commerce, 515 North Court Street, Rockford, IL 61110-0247; (815) 987-8100.

## Kansas City-Wyandotte County, Kansas (pop. 162,026)

Twenty years of suburbanization left Kansas City-Wyandotte's inner-city neighborhoods with decayed housing stock, an untrained work force and a strained social services delivery system. In response, the community initiated "Building a Better Future for Wyandotte County," a citizen-driven, 15-year strategic plan; a 550-member Strategic Plan Advisory Forum audits its progress. To address work force preparedness proactively, the community redesigned the 390-student New Stanley Elementary School, creating an environment where a team approach inspires administration, teachers and students. At New Stanley, no one teaches, plans or learns in isolation. To reclaim inner-city neighbor-



# 98<sup>TH</sup> NCG ADDRESSES DIVERSITY ISSUES

There is no set of issues more critical to our nation at this time than those relating to diversity, the roots of racial hatred and disparity, and directions we must take to restore a sense of community and justice. The theme of the National Civic League's 98th National Conference on Governance — "The Diverse Society: Can It Work?" — has taken on new urgency as a result of the Rodney King verdict and the subsequent outrage that tore apart Los Angeles and other cities in the days that followed. The conference provides a unique opportunity to look back at the six months since the crisis in Los Angeles to assess both causes and solutions.

This gathering will also permit a deeper consideration of the underlying causes of growing racial disparities and hostilities in our country. Through a unique and provocative dialogue format, panelists and participants will probe not only the causes of the country's vast social and racial rifts, but also the opportunities that diversity presents. Underlying this discussion is a single question: Can we maintain a sense of community and commonality of national purpose in a society that respects, honors, and empowers its diverse elements? "The Diverse Society: Can It Work?" will bring policy leaders from all over the nation to California — America's laboratory for diversity — to discuss the challenges of building community in an increasingly diverse society.

## Participatory Format

The innovative conference format promises to engage both participants and panelists in a manner rarely seen at events of this nature, providing a forum for policy makers and civic leaders to find solutions to issues that are so new and complex they are often difficult to frame. Keynote addresses have been largely eliminated in favor of moderated panel dialogues featuring some of the nation's most notable, knowledgeable, and diverse opinion leaders. The panel dialogues focus on such topics as a six-month retrospective on the crisis in Los Angeles, labor force diversity, competitiveness in a global economy, crime and justice, and regional economic and fiscal disparity.

The conference will close with an in-depth discussion among participants of what should come out of the three days in the form of directions, strategies, and possible solutions, as well as how the National Civic League and its members can play a role in addressing racism and racial inequities. This discussion will

provide rich material for the development of post-conference products to be distributed to NCL members, elected officials, civic activists, businesses, and nonprofits. Additionally, due to the timely nature of the topic, media coverage is expected to be extensive, offering a chance for this crucial dialogue to be heard and examined beyond the conference forum.

## Diverse, High Profile Slate of Panelists

An impressive mix of experts has been invited to address topics relating to diversity during the panel discussions. Among the confirmed panelists are New York Police Commissioner Lee Brown; Los Angeles Police Chief Willie Williams; Bob Maynard, Publisher of the *Oakland Tribune*; Antonia Hernández, President of the Mexican American Legal Defense and Educational Fund; Henry Cisneros, Chairman of the National Civic League; Jane Pisano, Dean of the University of Southern California School of Public Administration; Gene Shipman, Managing Director for the City of Philadelphia; Angela Blackwell, Director of the Urban Strategies Council; Mark Pisano, Director of the Southern California Association of Governments; Jerome Miller, President of the National Center on Institutions and Alternatives; Ed Blakely, University of California at Berkeley, Department of City and Regional Planning; Bill Press, KABC-TV, Los Angeles; Dr. Curtis Johnson, Senior Advisor to the Governor of Minnesota; Neal Peirce, nationally syndicated columnist; and Joseph McNamara, Hoover Institution, Stanford University.

Other invited panelists include Kathleen Brown, California State Treasurer; Los Angeles Mayor Tom Bradley; District of Columbia Mayor Sharon Pratt Kelly; Peter Ueberroth, director of Los Angeles' rebuild effort; Michael Woo, Los Angeles Councilman; Elizabeth Watson, Assistant Chief of Police in Houston; and Maxine Waters, U.S. Representative from Los Angeles.

## Conference Co-Sponsors

The National Civic League is pleased to partner with three California-based co-sponsors in presenting the 98th National Conference on Governance. The 2000 Partnership is a Los Angeles-based nonprofit visioning forum comprised of volunteers who represent a broad spectrum of constituencies and community interest groups in the Los Angeles area. The Urban Strategies Council is an Oakland-based nonprofit re-

source/policy/advocacy group founded in 1987 to reduce persistent urban poverty. The League of California Cities, one of the largest state municipal associations in the nation, assists cities in solving problems and running efficient governments.

## NCL Affiliate Group Meetings

In addition to the conference program, the three-day event will feature National Civic League affiliate meetings on Thursday, November 12. Among these are the All-America City Award Program Briefing, during which representatives from recently designated All-America Cities will answer questions from potential 1993 applicants. Also, a Regional Civic Organization (RCO) affiliate meeting will offer a forum for representatives of RCOs (e.g., citizen leagues, economic development groups, city clubs, etc.) to share information on their activities and discuss possible joint efforts.

## Registration Fees

Register now — the conference registration fees rise after October 9, 1992! The "early bird" rates are \$175 for members of the National Civic League and \$225 for non-members. Fees rise by \$25 after October 9, 1992. Special rates for students, seniors, and groups are available — contact the National Civic League for details (303-571-4343). The registration fee includes two lunches, two dinners, conference materials, and access to all receptions. In order to ensure meaningful dialogue at the conference, the number of participants is limited.

## Hotel and Travel Information

The conference will take place at the Biltmore Hotel in Los Angeles, California (213-624-1011). To secure special conference room rates, contact the hotel directly and identify yourself as a National Civic League conference participant. Rates are \$85/night for single or double rooms, \$110/night for deluxe rooms, and \$250/night for suites. To obtain discounted air travel fares available only to individuals attending the 98th National Conference on Governance, contact Travel Connections at 1-800-782-1030; reference the National Civic League's annual conference.

## For More Information

A detailed conference agenda appears on the reverse of this insert. For more information on the conference program or to discuss special group or other discounted registration fees, contact Wendy Dickstein, Conference Director, National Civic League, (303) 571-4343.

# AGENDA

## 98<sup>TH</sup> NATIONAL CONFERENCE ON GOVERNANCE

### “The Diverse Society: Can It Work?”

NOVEMBER 12-15, 1992 • THE BILTMORE HOTEL • LOS ANGELES, CALIFORNIA

#### THURSDAY, NOVEMBER 12

##### 1:00 pm — 5:00 pm National Civic League Affiliate Group Meetings

- All-America City Award Program Briefing
- Regional Civic Organizations (RCOs) Meeting  
(see obverse of this insert for explanations)

#### FRIDAY, NOVEMBER 13

##### 12:00 NOON Opening Luncheon

Welcoming Remarks, \*George Latimer, Dean, Hamline University School of Law, St. Paul, Minn.

##### 12:45 pm Screening: *Life and Times of L.A.*

Produced by Los Angeles Public Broadcasting Service affiliate KCET, *Life and Times of L.A.* is a mini-documentary on multiculturalism in Southern California.

##### 1:00 pm Panel Dialogue

Theme: “Dealing with Diversity in the 21st century: Lessons From the Crisis in Los Angeles”

Panel Chair: **Kathleen Brown**, California State Treasurer

Panelists: \***Jane Pisano**, Dean of USC School of Public Administration; **Peter Ueberroth**, Chairman, Rebuild L.A.; Hon. **Maxine Waters**, U.S. Representative, Los Angeles; \***Willie Williams**, Police Chief, City of Los Angeles; Hon. **Michael Woo**, Los Angeles City Council Member

Format: Roundtable panel dialogue, with time for audience interaction and follow-up. Followed by facilitated small-group discussions.

##### 6:00 pm Reception

Theme: “A Celebration of Diversity in the Arts”  
Live performances and visual arts displays.

##### 7:00 pm Dinner Program

Theme: “Building on Multiplicity: Opportunities for Economic Vitality”

- Viewing on wide-screen television of a live interview with former San Antonio Mayor **Henry Cisneros** on Los Angeles PBS affiliate station KCET
- Follow-up live presentation, **Kathleen Brown**, California State Treasurer

#### SATURDAY, NOVEMBER 14

##### 8:30 am National Civic League Annual Membership Meeting

##### 9:00 am Panel Dialogue

Theme: “Unequal Justice: Crime and Safety in a Diverse Society”  
Panel Chair: \***Bill Press**, KABC-TV, Los Angeles

Panelists: Hon. **Tom Bradley**, Mayor, City of Los Angeles; \***Lee Brown**, Police Commissioner, New York City; Hon. **Frank Jordan**, Mayor of San Francisco; Hon. **Sharon Pratt Kelly**, Mayor of Washington, D.C.; \***Joseph MacNamara**, Hoover Institution, Stanford University; \***Bob Maynard**, Publisher, *The Oakland Tribune*; \***Jerome Miller**, President, National Center on Institutions and Alternatives, Alexandria, Va.; **Vivian Jenkins Nelson**, INTER-RACE, Minneapolis, Minn.; **Elizabeth Watson**, Assistant Police Chief, Houston, Texas

Format: Roundtable panel dialogue, with time for audience interaction and follow-up. Followed by facilitated small-group discussions.

##### 12:30 pm Panel Dialogue

Theme: “Diversity within Regions:

Resolving Metropolitan Inequities”

Panel Chair: \***Mark Pisano**, Executive Director, Southern California Association of Governments, Los Angeles

Panelists: \***Angela Blackwell**, Urban Strategies Council, Oakland, Calif.; \***Ed Blakely**, University of California at Berkeley; **Dan Garcia**, Senior V.P., Real Estate Planning and Public Affairs, Warner Bros. Inc., Los Angeles; \***Antonia Hernández**, President, Mexican American Legal Defense and Educational Fund; **José Lozano**, President and Publisher, *L.A. Opinion*, Los Angeles; **Bob Matsui**, U.S. Representative, Sacramento; \***Gene Shipman**, Managing Director, City of Philadelphia

Format: Roundtable panel dialogue, with time for audience interaction and follow-up. Followed by facilitated small-group discussions.

##### 5:00 pm Off-Site Reception

A ride on a section of L.A.’s new rapid transit system to Central Station for a catered reception

##### 6:30 pm Banquet/Plenary Dialogue

Theme: “Directions for the National Civic League”

Moderators: \***Henry Cisneros**, Chairman, National Civic League; \***Dr. Curtis Johnson**, Senior Advisor to the Governor, St. Paul, Minn.; \***Neal Peirce**, nationally syndicated columnist; **Ruth Ashton Taylor**, Commentator, KCBS-TV, Los Angeles

Format: Working from outline notes of previous panels, the moderators will lead a discussion on where the League should proceed on the topic of diversity and what should come from this conference.

\*=confirmed panelist

## 98<sup>TH</sup> NATIONAL CONFERENCE ON GOVERNANCE REGISTRATION FORM

NAME and TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

NUMBER and STREET/P.O. BOX \_\_\_\_\_

CITY \_\_\_\_\_ STATE/ZIP \_\_\_\_\_ TELEPHONE (\_\_\_\_) \_\_\_\_\_

Enclosed is my registration fee of [ ] \$175 (National Civic League member) [ ] \$225 (non-member)

[ ] I prefer to charge the fee to my [ ] MasterCard [ ] VISA Total Amount to be Charged \$ \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Daytime Phone Number (\_\_\_\_) \_\_\_\_\_

Return to: National Civic League, 1445 Market St., Ste. 300, Denver, CO 80202-1728; 1-800-223-6004



# CITIES NAMED IN CHARLOTTE

hoods, 20 GOOD MEN, a community self-help organization, utilizes detainees and parolees from area jails to revitalize aging housing stock. So far, the organization has restored 28 homes, rehabilitated 108 properties, painted over 400 houses, and performed 1,100 minor household repairs.

Contact: Susan Keim Rohrer, All-America City Award Steering Committee, P.O. Box 17-1337, Kansas City, KS 66117; (913) 371-3070.

## **Billings-Area Community, Montana (pop. 113,400)**

Although facing meager economic development prospects and the possibility of further erosion of its employment base, the environmentally conscious Billings-area community determined to reduce local emissions of sulfur dioxide to prevent future health problems. The contradictory goals of development and environmental protection touched-off tension between economic boosters and advocates of environmental health. To reduce conflict, recruit jobs and protect the environment, the Yellowstone Valley Economic Development Structure was founded to empower citizens to work directly with business interests to promote economic development consistent with widely held community values. When Conoco announced a major expansion of its Billings natural gas refinery, the chamber of commerce teamed with the *Billings Gazette*, civic groups, Eastern Montana Community College, and concerned citizens to help Conoco plan its operational decisions in an environmentally sound manner. Finally, community leaders launched a \$4.5 million capital-investment campaign to construct a regional wildlife park — ZooMontana. To date, \$3.0 million has been raised and the construction of some wildlife habitats has begun.

Contact: Richard Larson, Mayor, City of Billings, P.O. Box 1728, Billings, MT 59101; (406) 248-4252.

## **Jacksonville, North Carolina (pop. 77,685)**

Jacksonville and the Marine Corps base it hosts — Camp Lejeune — form a unique community in which the civilian component is strongly influenced by the predominantly military population. The community's economic health is intimately linked to the military. As such, when the community sent over half its population to serve in Operation Desert Storm (no community sent more people to the Persian Gulf), not only were its remaining citizens emotionally distraught, but the economy bottomed-out. Rising to the challenge, citizens, businesses, organizations, and local authorities formed the Caring Community Committee to provide emotional and financial support to the spouses and children of rapidly deployed troops. Additionally, citizens and all sectors of the Jacksonville community formed a Community Affairs Committee (CAC) to coordinate the work of various organizations serving the interests of children, families and education. CAC has stimulated the formation of several leadership-development programs, a mentoring program for teen-agers, and other

programs addressing youth gangs, drug abuse and citizen empowerment. The Operation Desert Shield/Storm mobilization and subsequent downsizing of the U.S. standing military have dramatized Jacksonville's dependence on the military for its economic well-being. To promote economic diversification, a Committee of 100 and an Economic Development Commission were formed to coordinate infrastructure improvements, recruit recreational and tourist attractions, upgrade job-training programs through the local community college, recruit new industries, and fund low- and moderate-income housing on a regional basis.

Contact: Jerry Bittner, City Manager, City of Jacksonville, P.O. Box 128, Jacksonville, NC 28541-0128; (919) 455-2600.

## **Minot, North Dakota (pop. 34,544)**

Like many small communities, Minot faced problems with job creation, infrastructure improvement and economic development. But Minot's difficulties had a unique complication: repeated and uncontrollable flooding of the Souris River. Because of the perennial possibility of flooding, economic confidence was low, and development on the flood plain was risky. To reduce the risk of flooding, citizens of Minot initiated negotiations with the governments of two Canadian provinces with the object of constructing two dams in Canada to store Souris River flood waters. To help fund the project, Minot's voters approved a local option sales tax by a margin of 70 percent. Coupled with the international flood-control agreement, the local chamber of commerce launched a 10-month public relations campaign to restore the community's self-image; over 12,000 citizens were reached by the grass-roots, all-volunteer "Have You Heard the Good News?" effort. To encourage economic development to complement Minot's reinvigorated self-image, the community created the MAGIC Fund, which dedicates 40 percent of city sales tax proceeds to economic promotion efforts in the form of grants, equity positions, low-interest loans, and interest buy-downs for qualified industrial base companies. In one year of operation, MAGIC Fund helped generate 330 new jobs; 500 additional jobs are expected by 1994.

Contact: Molla K. Romine, Project Coordinator, People for Progress, 216 South Broadway, Minot, ND 58701; (701) 838-2111.

## **Columbus, Ohio (pop. 632,910)**

The City of Columbus recently undertook to confront three major national problems — substance abuse and drug trafficking, HIV infection and AIDS, and a high rate of high school drop-outs — collaboratively at the local level. To combat and discourage drug abuse and its attendant crime, citizens have begun to conduct anti-crime/anti-drug marches and vigils in selected neighborhoods. To date, 55 such marches have been held, resulting in the abandonment by drug dealers of their "business areas." Supplementing the citizen marches, Operation ACE saturates targeted neighborhoods for indefinite periods with police officers,

resulting in 460 felony arrests, 575 misdemeanor arrests and 917 drug seizures during 1991 alone. To address the continuing AIDS epidemic, citizens, public agencies and nonprofit groups formed the AIDS Community Advisory Coalition (ACAC) to guide the Columbus community's AIDS efforts. During 1991, 15 local grants were awarded to fund K-12 AIDS education and prevention, counseling, testing, service, planning, and research programs. To reduce the number of high school drop-outs and increase the rate of college attendance among disadvantaged students, the Columbus Area Chamber of Commerce partnered with the Columbus Public Schools to form "adopt-a-school" partnerships. Over 3,000 volunteers from 307 Columbus-area businesses offer expertise, interest, encouragement, and technological resources and know-how to students, thus nurturing self-esteem, mutual respect and higher educational attainment.

Contact: Van J. Ambrose, Public Information Officer, City of Columbus, Development Department, 99 North Front Street, Columbus, OH 43215; (614) 645-6333.

## **Harlingen, Texas (pop. 48,735)**

In early 1989, Harlingen faced economic stagnation, a dilapidated and heavily littered downtown, and high unemployment and high school drop-out rates. To clean-up their city, citizens founded Harlingen Proud, a fully integrated education, litter-reduction and recycling program. The results: a 70 percent reduction in litter, a 30 percent reduction in landfill use, the demolition of 262 unsafe buildings, and the attraction of new business, increasing local employment by 16 percent. Through the efforts of Harlingen HOSTS ("Help One Student To Succeed"), the community has reduced the rate of dropping-out by 17 percent and convinced 54 former drop-outs to return to school. During 1991, 66 percent of students targeted by Harlingen HOSTS achieved at least a one-year growth in reading skills and outscored fellow at-risk pupils in Texas by at least eight percentage points. Since its opening in mid-1991, "Loaves and Fishes" has served 15,756 meals to Harlingen's needy population; 38 percent of those served were children and 32 percent were seniors. Financed by private and corporate contributions, donations from local churches and CDBG funds, Loaves and Fishes is expanding its services through satellite feeding centers in cooperation with the local Boys and Girls Club.

Contact: Jon Opelt, Chairman, Harlingen Proud, Inc., P.O. Box 2811, Harlingen, TX 78551; (512) 428-7341.

The All-America City Award Program is funded by a grant from The Allstate Foundation, Northbrook, Illinois. For details on the programs and projects of the ten 1992 All-America Cities, contact the individuals listed for each city. For more information on the All-America City Award Program contact: Wendy Dickstein, National Civic League, 1-800-223-6004.

# Looking Ahead . . .

## Educating Young Voters

The National Civic League has partnered with the Center for Policy Alternatives to sponsor the first-ever *National Student Voter Education Day* on October 1, 1992.

Founded in 1975, the Center for Policy Alternatives is a Washington, D.C.-based nonprofit policy center for leaders in the 50 states. "Policy Alternatives" serves as a central resource for progressive information and a catalyst for action on a wide range of economic, social and environmental policy issues.

Working with local, state and national agencies and groups, the National Civic League and Policy Alternatives will coordinate a series of issues fairs on central campus locations across the United States. Campus clubs and organizations, college Democrats and Republicans, local advocacy groups, and representatives of all major political campaigns — from president to state representative — will be invited to participate. Voter registration will be a central component of each campus event, to ensure that student participants will be able to follow-through with the democratic process on election day.

Coordinated by young people themselves, the campus fairs held on National Student Voter Education Day will offer students a unique entry into the world of politics and public action. Campus advocacy groups will prepare simple summaries of candidates' stands on issues relating to their areas of interest. Additionally, the League of Women Voters of the United States has agreed to distribute its *How to Evaluate a Candidate* manual at the campus fairs. Student participants in the campus fairs will be asked to complete questionnaires designed to obtain information on issues of priority to young people. The survey results will be released nationally to ensure young people a place in national political discussions this election year.

**For more information on National Student Voter Education Day, contact: Grant Swanson, National Civic League, (303) 571-4343.**

## NCL to Administer Five-Year, Statewide Colorado Healthy Communities Initiative

The Colorado Trust, a private grantmaking foundation dedicated to enhancing the health and well-being of Colorado citizens, has contracted with the National Civic League to operate the *The Colorado Healthy Communities Initiative* (CHCI), a five-year, \$4.5 million project to establish community-based approaches to address health issues in Colorado. **Community Health — Not "Health Care"**

The project is based on two premises. The first is a broad definition of health that goes beyond the absence of disease to address the underlying factors that affect quality of life. Thus, the project will promote action undertaken by a broad cross-section of community members interested not only in "health care," but community health: the social, environmental, economic, and political conditions that impact a community's well-being.

### **Building Consensus on Community Health Progress**

The second premise of the project is that meaningful progress will only be achieved when communities improve the processes used to solve health problems. CHCI stresses the values of collaborative problem solving, building upon the documented successes of effective community efforts to create positive community change through consensus and cooperation. Using this approach, private citizens, businesses, community organizations, and government work together to find common ground, define shared interests, and develop a vision for improved community health status.

Active and sustained participation by all sectors of the community is necessary to attain a high health status, one that includes a clean, safe, high-quality physical environment; a sustainable ecosystem; the provision of basic

needs; an optimum level of appropriate, high-quality, accessible public health and sick care services; and a diverse, vital, and innovative economy.

### **Funding and Technical Assistance for Up to 30 Community Participants**

Under the five-year program, the Colorado Trust will make available professional assistance for planning, as well as implementation grants, to establish up to 30 healthy communities in Colorado. As many as 10 communities will be selected in October to participate in the first cycle. Up to ten additional communities will be selected each year during 1993 and 1994.

There are two program phases: planning (one year) and implementation (two years). In the planning phase, the National Civic League will assist local residents in bringing together a "stakeholder" group — citizens that have a "stake" in the health of their community. This stakeholder group will develop a healthy community vision, selecting specific projects, timelines, and responsible parties that will improve community well-being. CHCI will provide operating expenses, community process assistance, and expert assistance from leaders in the health field.

In the implementation phase, the community will act on the recommendations made by the stakeholder committee. During this phase, CHCI will provide \$625,000 in implementation grants per cycle, as well as continued technical assistance from the League.

**For more information on the Colorado Healthy Communities Initiative, contact: Maro Zagoras, National Civic League, (303) 571-4343/FAX: 571-4404.**

Return to:

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