



## CITY OF CATHEDRAL CITY AGENDA REPORT

**SUBJECT: APPROVAL OF THE HEALTHY EATING ACTIVE LIVING ("HEAL") RESOLUTION IN SUPPORT OF THE LEAGUE OF CALIFORNIA CITIES "HEALTHY EATING ACTIVE LIVING CITIES CAMPAIGN"**

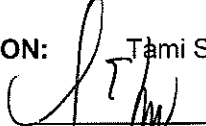
**DEPARTMENT:** Administrative Services

**MEETING DATE:** September 9, 2009

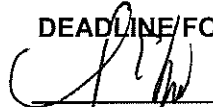
**CONTACT PERSON:** Tami Scott

**DEADLINE FOR ACTION:**

**APPROVED:**

  
Department

  
City Manager

  
Finance

**RECOMMENDATION:**

CITY COUNCIL APPROVE THE HEALTHY EATING ACTIVE LIVING RESOLUTION IN SUPPORT OF THE LEAGUE OF CALIFORNIA CITIES "HEALTHY EATING ACTIVE LIVING CITIES CAMPAIGN".

**BACKGROUND:**

Cities and their residents are facing increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders across California are stepping up to help stem the obesity epidemic by implementing policies to increase opportunities for residents and employees to engage in physical activity and nutritious eating.

In 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and the adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise. Two years later, in 2006, the League of California Cities adopted a resolution to work together with the Institute for Local Government, and the Cities Counties and Schools Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. In response to the League resolution, the League, the CCS Partnership, and the California Center for Public Health Advocacy launched the "Healthy Eating Active Living Cities Campaign".

Campaign staff, under the guidance of an advisory committee of elected and executive staff leaders from twenty cities, reviewed survey responses from over 100 California Cities, analyzed existing policies, and identified key policies to assist elected officials. The attached draft resolution contains the HEAL Cities Campaign policies. Adopting one or more of the Campaign policies would help the City of Cathedral City:

- Improve quality of life for residents through active lifestyles
- Improve community connections and civic life through interactions in public places and parks
- Improve public safety and reduced crime by ensuring more "eyes on the street" when residents walk, bike or run
- Create attractive destinations that offer good food, multiple activities, and places where people want to spend time and money
- Contribute to AB 32 and SB 375 goals by increasing walk ability and biking and cleaner air as folks leave their cars to ride bicycles and walk
- Reduce costs through employee wellness policies and health incentives

It is staff's recommendation that City Council approve the Healthy Eating Active Living Resolution.

**FISCAL IMPACT:** None

**ATTACHMENTS:** Resolution

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY  
OF CATHEDRAL CITY SUPPORTING THE LEAGUE OF  
CALIFORNIA CITIES HEALTHY EATING ACTIVE  
LIVING (“HEAL”) CITIES CAMPAIGN**

**WHEREAS**, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

**WHEREAS**, obesity takes a tremendous toll on the health and productivity of all Californians. The annual cost to California—in medical bills, workers compensation and lost productivity— for overweight, obesity, and physical inactivity is \$22 billion; and

**WHEREAS**, more than half of California’s adults are overweight or obese: 23% are obese and another 35% are overweight. Obese adults face increased risks for many chronic conditions: diabetes; heart disease; cancer; arthritis; stroke, and; hypertension; and

**WHEREAS**, on average, one in four California youth between the ages of 9 and 16 is overweight; and

**WHEREAS**, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and heart disease; and

**WHEREAS**, establishing goals and policies in the City of Cathedral City’s general plan that address the built environment is a powerful and enduring way to increase resident access to healthy food and routine physical activity; and

**WHEREAS**, addressing the health of Cathedral City residents and workforce, and keeping their families healthy could help decrease chronic disease, increase productivity, and cut down the health care costs; and

**WHEREAS**, the City Council of City of Cathedral City acknowledges their role as elected community leaders in improving the physical activity and food environments in Cathedral City;

**NOW THEREFORE BE IT RESOLVED: The City of Cathedral City,**

1. Strongly supports updating Cathedral City’s general plan with health-related goals and policies to prevent obesity and overweight and:
  - a. Support local design standards that encourage walking and biking throughout the community;
  - b. Continue to expand park and open space acreage among underserved and low-income neighborhoods;
  - c. Support compact, mixed use and transit oriented development;
  - d. Support community access to indoor and outdoor public facilities through joint use of facilities like schools and playgrounds;
  - e. Support land use policies and zoning regulations to support farmers markets and community gardens;
  - f. Support limits on fast food around schools and in neighborhoods with over-concentrations of unhealthy food outlets.

2. Will prioritize zoning ordinances that promote walking/biking, create lively destinations in Cathedral City, and encourage venues for produce sales in underserved neighborhoods.
3. Will make every effort to create an environment to increase availability of healthy food in all city neighborhoods and:
  - a. Call upon food retailers to create healthy checkout lanes and recognizing their efforts to provide healthy options;
  - b. Recognize early implementers of SB 1420, and call upon restaurants that are not covered by the law to voluntarily post calorie information;
  - c. Coordinate existing resources of the redevelopment agency, community and economic development departments, finance department, and other relevant departments to attract and support healthy food retail.
4. Will make every effort to improve the health of the city workforce by internal personnel policies that:
  - a. Provide employee health incentives for healthy eating and physical activity;
  - b. Set goals for nutrition standards for vending machines located in city owned or leased locations, and for food offered at city events, city sponsored meetings, city facilities and city concessions, and city programs;
  - c. Encourage physical activity breaks for meetings over one hour in length;
  - d. Make every effort to better accommodate breastfeeding employees upon their return to work.

**BE IT FURTHER RESOLVED** that Cathedral City will become a Healthy Eating Active Living City.

**PASSED, APPROVED AND ADOPTED** this 12th day of September, 2009.

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**Kathleen J. DeRosa, Mayor**

**ATTEST:**

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**Pat Hammers, City Clerk**

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**Donald E. Bradley, City Manager**

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**Tami E. Scott, Admin. Services Dir**