




Rex Richardson
Long Beach City Councilmember, 9th District

Date: December 16, 2014

To: Honorable Mayor Robert Garcia and Members of the City Council

From: Councilmember Rex Richardson, Ninth District 

Subject: North Long Beach HEAL Zone Initiative Update and Creation of Mobile App

RECOMMENDATION:

Recommendation to receive a report from the Department of Health and Human Services and the Department of Public Works on the status of the North Long Beach HEAL Zone Initiative, with an emphasis on activities related to mobility and active living.

Recommendation to request both departments to explore a partnership with the Uptown Property and Community Association on the creation of a mobile application focused on mobility, health and local businesses as part of the North Long Beach HEAL Zone.

DISCUSSION

In 2012, the City of Long Beach Department of Health and Human Services (DHHS) received a \$1 million, three and a half year Healthy Eating Active Living (HEAL) Zone grant from Kaiser Permanente to promote the public's health in targeted areas of North Long Beach, specifically in the 9th District. The HEAL Zones are designed to help make healthy choices accessible to more people in underserved communities, and in turn to prevent diseases such as diabetes and heart disease that often result from obesity. The vision is that at the end of the grant period, communities will be measurably transformed so that opportunities for engaging in healthy behaviors- walking and biking on safe routes, buying affordable fresh fruits and vegetables close to home, and exercising in parks- are part of daily life.

One of the main activities of the North Long Beach HEAL Zone is the creation of a mobile app focused on safe routes to school by the Department of Public Works. The original plan for the mobile app would allow residents to map their routes to school and also see what HEAL Zone related events may be nearby. A partnership with the Uptown Property and Community Association will allow for the expansion of the scope of the mobile app. By working with local businesses and property owners, the needs of not only students, but all residents and visitors will be met as well.

FISCAL IMPACT

There is no impact to the General Fund. All activities of the North Long Beach HEAL Zone Initiative are grant funded.