



# CITY OF LONG BEACH

# R-8

DEPARTMENT OF HEALTH AND HUMAN SERVICES

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September 10, 2013

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement between the City of Long Beach, through its Department of Health and Human Services, and the California Department of Public Health Network for a Healthy California for the continuation of the Healthy Active Long Beach Project in the amount of \$2,960,209 for a period of three years, October 1, 2013 through September 30, 2016; execute any other necessary documents, subgrants, or subsequent amendments to extend the contract or increase the reimbursement amount; and increase appropriations in the Health Fund (SR 130) in the Department of Health and Human Services (HE) by \$161,630. (Citywide)

## DISCUSSION

Since October 2003, the City Council has authorized funding for the City's Department of Health and Human Services (Health Department) from the California Department of Public Health Network for a Healthy California (State) to operate the Healthy Active Long Beach (HALB) Project. The State proposes to award the Health Department a contract in the amount of \$2,960,209 for a period of three years to continue the project to promote fruit and vegetable consumption, daily physical activity, and participation in federally funded nutrition assistance programs as a means of decreasing risk factors for obesity and chronic disease.

As a Local Health Department, funded by the USDA Nutrition Education and Obesity Prevention Grant Program (NEOP), the Long Beach Department of Health and Human Services will serve as the lead agency responsible for coordinating NEOP funded activities throughout the City's jurisdiction. The primary target audience consists of persons currently participating in, or eligible for, the USDA's CalFresh/SNAPed program.

The HALB Project provides services to low-income, CalFresh-eligible individuals throughout Long Beach. HALB activities include free nutrition education workshops for families and individuals of all ages; implementation of a City-wide education campaign on "Re-Think Your Drink"; outreach and education conducted at community events, at park sites, and at other sites throughout the community; dissemination of data collected as part of the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) project; the Long Beach Jr. Beach Runners nutrition education program; presentations for providers who serve low-income individuals and co-sponsorship of Kids in the Kitchen health fair and community resource events. Services

are focused on areas that the Network has determined to meet the criteria for SNAPed-eligible populations. In addition, HALB serves as a nutrition education resource for both the Health Department and local area community based initiatives. Staff also provided input to the Statewide Collaborative and Operations Subcommittee for this funding source.

As a Network funded Local Health Department, the contract requires sub-granting of up to 50 percent of the grant total, an annual maximum total of \$505,000 in FY14, to the Long Beach Unified School District (LBUSD), the City of Long Beach's Department of Parks, Recreation and Marine, and two other sub-grantees through a request for proposal (RFP) process. Sub-granting of funds is required for all three years of the contract.

This matter was reviewed by Deputy City Attorney Linda Vu on August 12, 2013 and by Budget Management Officer Victoria Bell on August 20, 2013.

TIMING CONSIDERATIONS

City Council action on this matter is time critical due to a required contract execution date of October 1, 2013 by the California Department of Public Health.

FISCAL IMPACT

The City will receive an increase in new grant revenues of \$2,960,209 over the next three years to offset expenditures of the same amount. A \$161,630 increase in appropriation is requested in the Health Fund (SR 130) in the Department of Health and Human Services (HE) for FY 14. The second and third year of the grant will be appropriated through the City's annual budget process. There is no City match and no local job impact associated with the recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



SUSAN PRICE  
ACTING DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER