



# CITY OF LONG BEACH **R-19**

DEPARTMENT OF PUBLIC WORKS

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August 21, 2012

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to submit a proposal for the County of Los Angeles Department of Public Health's 2012 Healthy Eating Active Living (HEAL) initiatives. (Citywide)

## DISCUSSION

The County of Los Angeles Department of Public Health has released a Request for Proposals (RFP) to solicit proposals from qualified cities, non-profits and school districts in Los Angeles County to develop and implement strategies that will create an environment where it is convenient, safe and easy for community members to participate in physical activity and eat healthier every day.

Currently, various departments have programs that affect healthy living throughout the City. These include the Departments of Public Works, Parks, Recreation and Marine, Health and Human Services and Development Services. The Department of Public Works is requesting authorization to submit a proposal, which includes hiring a HEAL Coordinator, for a period of four years. This person will be responsible for coordinating, planning and implementing strategies at a citywide level. This will facilitate streamlining the City's efforts and provide opportunities for greater collaboration among the departments in order to generate new strategies that will promote healthier lifestyles among Long Beach residents and visitors. The coordinator will also work directly with Long Beach Community Action Partnership, a non-profit organization, which has partnered with the City for this proposal.

This matter was reviewed by Deputy City Attorney Amy Webber on July 31, 2012 and by Budget Management Officer Victoria Bell on August 3, 2012.

## SUSTAINABILITY

The HEAL Coordinator will advance the City's sustainability by furthering efforts to promote a healthier lifestyle through walking, bicycling and integrate other viable forms of alternative transportation that encourage physical activity, and provide access to healthy, locally-produced food.

TIMING CONSIDERATIONS

City Council action is requested on August 21, 2012, as the deadline for submitting the proposal is August 30, 2012.

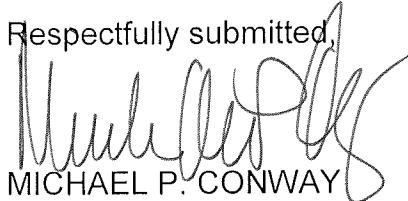
FISCAL IMPACT

If awarded, the City will receive up to \$125,000 per year for up to four years based upon continued availability of funds. There is no match requirement for this grant and no impact to the General Fund. If the grant is awarded to the City, an appropriation increase will be requested in a separate City Council action. Approval of this matter may have a positive impact on local jobs.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF PUBLIC WORKS

APPROVED:



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PATRICK H. WEST  
CITY MANAGER