



CITY OF LONG BEACH

R-17

DEPARTMENT OF HEALTH AND HUMAN SERVICES

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January 17, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement and any subsequent amendments between the City of Long Beach and the California Community Foundation and Kaiser Foundation Hospitals to accept funding in the amount of \$1 million for the period from January 1, 2012 through October 1, 2015 to implement the Healthy Eating Active Living Zone Initiative: Coalition for a Healthy North Long Beach; execute subcontracts with the agencies listed below; and increase appropriations in the Health Fund (SR 130) in the Department of Health and Human Services (HE) by \$100,000. (District 9)

DISCUSSION

Kaiser Foundation Hospitals has awarded the City of Long Beach Department of Health and Human Services (Health Department) a \$1 million grant to implement the Healthy Eating, Active Living Zone Initiative: Coalition for a Healthy North Long Beach (HEAL). HEAL will be a 3-year effort in North Long Beach to address the growing obesity epidemic by supporting community transformation with the goal of creating changes which will support lasting health improvements for residents of North Long Beach over time.

In developing the HEAL application, Health Department staff worked with community partners including the Long Beach Unified School District, Long Beach Community Action Partnership, The Children's Clinic, Californians for Justice, Greater Long Beach YMCA, Starr King Elementary School HEAL Parent Group, Neighborhood associations and with Councilmember Steven Neal's staff in the 9th District. Additionally, City departments (Parks, Recreation and Marine, Public Works, and Development Services) were included in the development of a community action plan to develop strategies to improve walk-ability and the biking environment, improve the school food environment, increase the availability of healthy food choices, target clinic patients with healthy food promotions, and improve park and playground usage.

Year one of this funding will amount to approximately \$100,000 and will support Health Department staff positions who will manage the grant and coordinate our partner agencies to meet program outcomes, cover materials and supplies. It will also provide \$15,000 in funding, in the amounts listed in the table below, with the following partner agencies to support program implementation. Subsequent years funding to subcontractors will include funds to support the program and offset cost of materials, and incentives for storeowners and community members to be engaged in the project.

Partner Agency Funding

<u>Purchase Orders</u>	<u>Amount</u>
The Children's Clinic	\$ 2,500
Californians for Justice	2,500
Long Beach Community Action Partnership	2,500
Long Beach Unified School District	2,500
Subtotal	\$ 10,000
<u>Memorandum of Understanding</u>	
City of Long Beach, Parks, Recreation & Marine	\$ 2,500
City of Long Beach, Public Works	2,500
Subtotal	\$ 5,000
Total Partner Agency Funding	\$ 15,000

This matter was reviewed by Deputy City Attorney Linda Trang on December 21, 2011 and by Budget and Management Officer, Victoria Bell on December 30, 2011.

TIMING CONSIDERATIONS

City Council action on this item is requested on January 17, 2012 in order to commence program activities.

FISCAL IMPACT

The total amount of the agreement is \$1 million. It is requested that an appropriation of \$100,000 be approved in the Health Fund (SR 130) in the Department of Health and Human Services (HE) for the Planning Phase for the period of January 1, 2012 to September 30, 2012. Subsequent years appropriations will be handled through the annual budget process. There is no City match of funds required, no impact to the General Fund and no net impact to jobs associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS
DIRECTOR
HEALTH AND HUMAN SERVICES

APPROVED:



PATRICK H. WEST
CITY MANAGER