



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** February 4, 2014

**TO:** Mayor and Councilmembers

**FROM:** Planning Division, Community Development Department

**SUBJECT:** Healthy Eating Active Living (Heal) Cities Resolution

### **RECOMMENDATION:**

That Council adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara, County of Santa Barbara, State of California, Declaring the City as a Healthy Eating Active Living (HEAL) City.

### **DISCUSSION:**

The HEAL Cities campaign is a non-profit effort to promote employee and community wellness through a number of healthy food and active living initiatives that can be implemented by local jurisdictions, such as the City of Santa Barbara. Such initiatives include adopting General Plan goals & policies, Human Resource practices, and a Council Resolution to promote and encourage community and organizational wellness. The HEAL Cities campaign is a partnership of the League of California Cities and the California Center for Public Health Advocacy.

The City of Santa Barbara adopted a number of community wellness goals & policies in the 2011 General Plan update. A Public Health goal is found in the Land Use Element which states:

*“Improve public health through community design and location of resources, and by promoting physical activity, access to healthy foods and improved air quality”*

Specific General Plan policies include: LG4. Principles for Development - Mobility and Activity Living; LG11. Healthy Urban Environment, Actions LG11.1 - 4; and Food and Agriculture Policies E18. – E23 (see Attachment 1). Specific areas of planning in Santa Barbara that address active living include mixed-use and transit oriented development, complete streets, biking and walking plans, and joint-use agreements with the school district for recreational areas.

The City organization also promotes community wellness through a number of employee programs that encourage health education, physical activity, ergonomic work stations, and the availability of healthy foods at City functions. Access to healthy food is also encouraged through new grocery stores, community gardens, and farmers markets.

Staff from the HEAL Cities campaign has suggested the City of Santa Barbara adopt a resolution to help publicize the City's support for community wellness. In addition, once a City adopts a HEAL resolution it becomes eligible for small grants to implement healthy eating and active living measures. The proposed resolution was drafted after a model HEAL resolution adopted locally by the City of Lompoc, and then adapted to the City of Santa Barbara.

The proposed resolution has been thoroughly vetted through the Community Development Department, the Parks & Recreation Department, the Human Resources Division of the Administrative Services Department, and the Risk Management Division of the Finance Department. In addition, the Coalition for Community Wellness has also reviewed and contributed to the draft resolution.

**BUDGET/FINANCIAL INFORMATION:**

The resolution, as drafted, does not contain any new City mandates or programs which would require additional resources beyond the current budget.

**SUSTAINABILITY IMPACT:**

This resolution is consistent with the City's General Plan Sustainability Principles to promote a healthy community.

**ATTACHMENT:** General Plan Public Health Goals & Policies

**PREPARED BY:** John Ledbetter, Principal Planner

**SUBMITTED BY:** Bettie Weiss, Acting Community Development Department  
Director

**APPROVED BY:** City Administrator's Office