

HEAL - Healthy Eating and Active Living

annual report 2018



Photo by Joel Gambord

A program presented by the

City of Monterey, CA

Sustainability Division, Community Development Department



In 2017, Monterey joined with more than 180 cities throughout California in the Healthy Eating Active Living (HEAL) Cities Campaign. The HEAL Cities Campaign aims to reduce and prevent obesity by engaging municipal leaders to champion healthy eating and active living in their communities through adoption of policy and promotion of opportunities for residents and municipal employees. The campaign provides coaching and technical assistance to support this process.



"We live in an ideal setting for individuals to pursue healthy lifestyles, but it can still be hard to accomplish with so many daily responsibilities. The Heal Program helps us find new ways to support an active and healthy community."

Community Development Director, Kimberly Cole



HEALTHY EATING
ACTIVE LIVING
CITIES
CAMPAIGN

Monterey's HEAL Program web page:

<https://monterey.org/About-Monterey/Community-Partnerships/Healthy-Eating-Active-Living-City>

www.healcitiescampaign.org

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Key to lifestyle benefit opportunity:

1

Cultural

2

**Food &
Exercise
Education**

3

**Quality of
Life**

4

**Recreation,
Activity**

5

Workplace

6

Transportation



established programs

established programs

Community Development, Planning

- Implements **low-impact development** policies
- Adopted **Specific Plans** for Downtown, North Fremont and Lighthouse districts
- Approved three weekly **Farmer's Markets** either through zoning, encroachment permits or license agreements

Human Resources

- Implements an **Employee Wellness Program** that includes employee paid and discounted family Sports Center membership and incentives for regularly exercising
- Promotes **water as the standard beverage option** at all City events, sponsored meetings and City programs
- Ensures that **free and appealing water is readily available** in municipally owned buildings, including parks
- Accommodates **breastfeeding** employees upon their return to work
- **Designates space** within each municipally owned/operated building for breastfeeding mothers to reduce barriers to breastfeeding in municipal workplaces (as needed)

Parks and Recreation

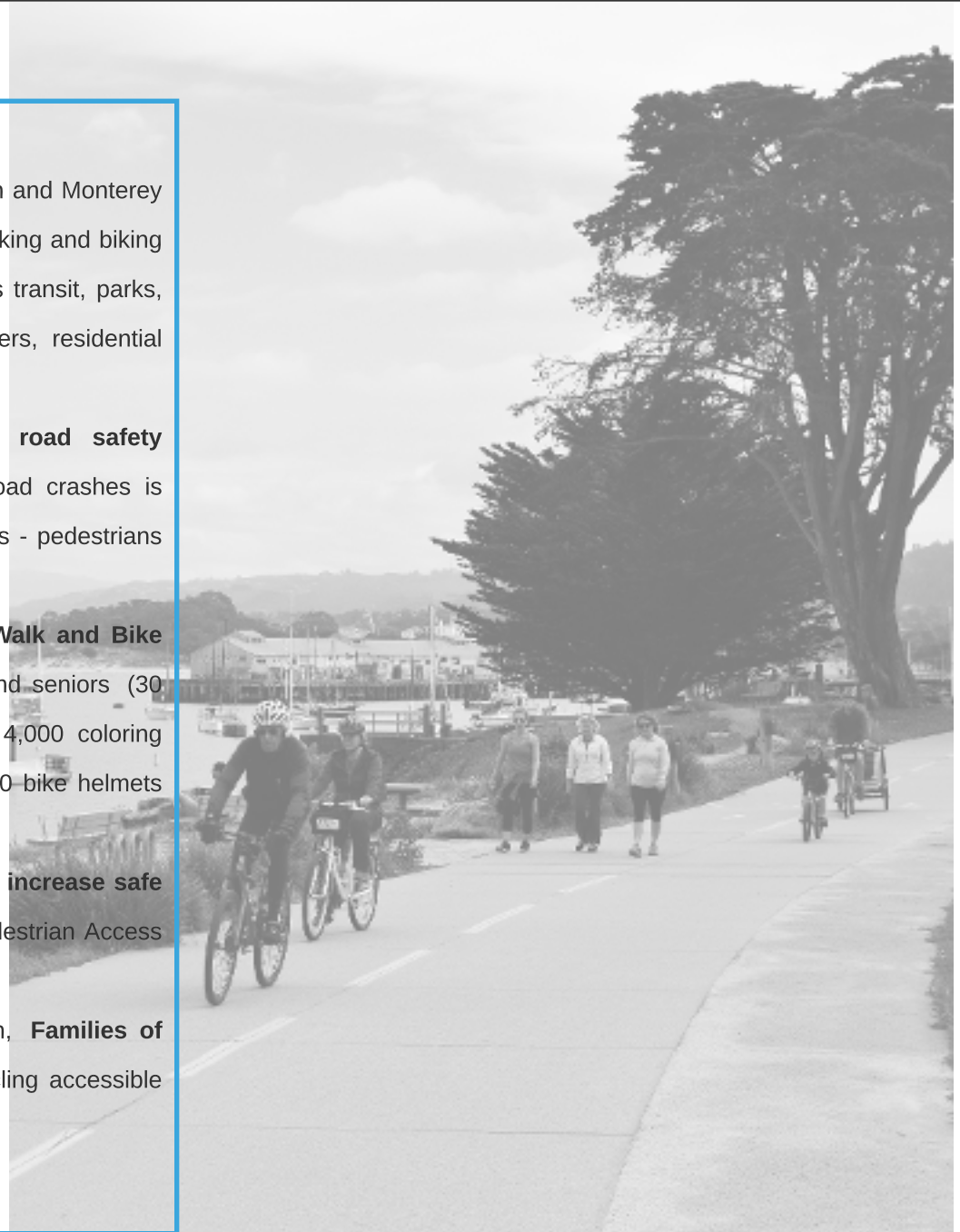
- Executed a joint agreement between City and Monterey Peninsula Unified School District
for access to indoor and outdoor public facilities
- Adopted a **Parks and Recreation Master Plan**, balancing the identification of projects and opportunities
- Coordinated with the Monterey Peninsula Unified School District to **provide summer lunches to children** at Montecito Park



established programs

Public Works, Traffic Engineering

- Adopted and implemented the Circulation Element of the General Plan and Monterey on the Move - the **Multi-Modal Mobility Plan (MMMP)** to address walking and biking connectivity between neighborhoods and major destinations, such as transit, parks, public facilities, schools, and commercial service and employment centers, residential neighborhoods, and parking structures
- Adopted a resolution endorsing **Vision Zero, an international road safety movement**, rooted in the philosophy that no loss of life due to road crashes is acceptable or inevitable, especially for our most vulnerable road users - pedestrians and bicyclists
- Pursued highly competitive state grants to develop and implement **Walk and Bike Safe in Monterey**, an interactive educational program for children and seniors (30 educational events at schools and community centers where over 4,000 coloring books, safety brochures, reflective snap bracelets, bike lights and 700 bike helmets were provided to children and their parents)
- Secured over \$8,500,000 in grants for capital improvement projects to **increase safe and active transportation**, including the North Fremont Bike and Pedestrian Access and Safety Improvements Project
- Established a partnership with a new community based organization, **Families of Color Monterey County**, whose efforts are dedicated to making cycling accessible and affordable through advocacy, education, and community building





accomplishments in 2018

☑ 2018 accomplishments

1

Cultural

- Approved a Neighborhood Improvement Program project to research and create **master plans for public art in Old Town Monterey** and for an enhanced Path of History
- **Completed the Colton Hall ADA** (Americans with Disabilities Act) Accessibility Project, including an elevator to second-floor Colton Hall Museum, restroom, and access to the first floor City offices



2

Food and exercise education

- Partnered with CHOMP to provide **free biometric health screening & exit coaching** with Dietician & Personal Trainer
- Provided summer activities at Montecito Park, including a **Free Lunch program with MPUSD** (953 lunches were served to youth 18 and younger)
- Provided **healthy and balanced meals** at Camp Quien Sabe Youth Overnight Camp (3 meals per day, 503 children registered); cook on Fridays at Whispering Pines (525 children registered); after school snacks provided at Bay View Academy
- Distributed **produce at Scholze Park Center** in partnership with the Monterey County Food Bank on Mondays
- Created a successful **community education series** on healthy eating and physical activity and followed up with a Healthy Heart series with community presentations. Other presentations focused on cognitive reserve, breast cancer awareness, hormone therapy, and youth and sports including nutrition, concussions, and injury prevention.
- **Moved most of the unhealthy food options** out of the snack bar/pro shop and replaced them with healthier food options as well as worked with a local dietician on display and presentation to make the snack bar options more appealing
- **Removed snack food vending machines** from Hilltop Park Center and Casanova Oak Knoll Park Center
- Participated in **City Parklet** with space **focused on the HEAL programs and services** at the Monterey Sports Center
- Developed a **Strategic Marketing Plan** for the Sports Center focused on Healthy Eating Active Learning initiatives.
- Increased **marketing, promotion, branding, and messaging** of HEAL-themed activities
- Contributed over \$900,000 to **preserve and maintain Monterey's groundfish fishing industry**

✓ 2018 accomplishments

3

Quality
of life

- Replaced **13 older elliptical machines** that were plug-in units with self-powered non-electrical units.
- Installed a **water refill station** that replaced 204,120 plastic bottles
- Approved and funded a second water fill station station (NIP program for 2018-2019)
- Expanded programs and options to provide **active lifestyle options for all ages and abilities** including partnering with the Parkinson, Alzheimer, Multiple Sclerosis, Arthritis, Osteoporosis, and other foundations to provide healthy options for their referrals
- **Expanded accessibility options** at the Monterey Sports Center with new signage, permanent shower fixtures
- Completed the Scholze Park Center ADA project, **providing greater accessibility** from the parking lot to the front door of the center
- Replacing water intensive landscaping and maintaining tree canopy (**Tree City** for over 30 years)
- Marketing and encouraging the California Parks and Recreation Society motto, "**Parks Make Life Better!**"
- Participated in the **Monterey County Food Bank Holiday Food Drive** which serves over 100,000 individuals each year



4

Recreation,
Activity

- Coordinated with MPUSD for **high school sports activities** (MOU approved June 2018)
- Provided **Summer Playground Program** at three parks encouraging children ages 5 - 12 to be outdoors and physically active
- **Offered youth camps and sports** including tennis, baseball/softball, soccer, volleyball, basketball, flag football, fitness, track and field and gymnastics serving over 1,500 children
- **Offered adults sports** including Frisbee, softball and baseball serving over 2,700 individuals
- Monterey's parks located throughout the City - **provide a park, trail or open space within a quarter mile** (a 5-minute walk) of most residents
- Offered the **Walk the Bay: Walking for Fitness program** to encourage adults and seniors to get outdoors, socialize and exercise along the Recreation Trail
- **Created a new Parks and Recreation Department and hired of a new Parks and Recreation Director** to help move the Parks and Recreation Master Plan forward and assist the Parks and Recreation Commission in advocating for Parks and Recreation services that encourage people of all ages to recreate, exercise and get outdoors



✓ 2018 accomplishments

5

Workplace

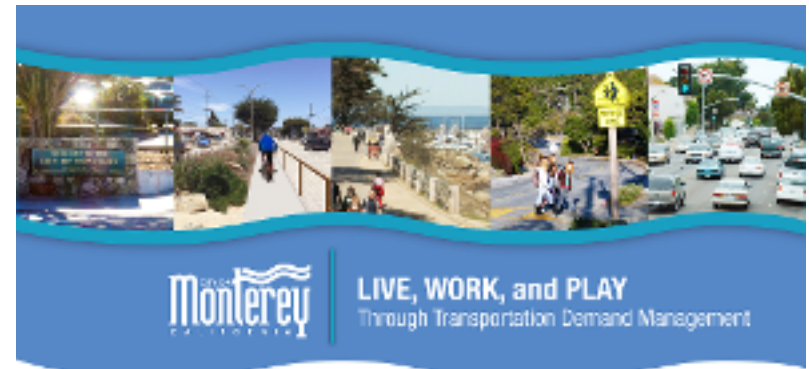
- Adopted a **Fitness Activity Program**
- Encouraged **walking meetings**
- Expanded **annual evaluation and training programs** to include the City of Monterey, City of Pacific Grove, and County of Monterey employees
- Created a **HEAL-based cooperative agreement** with Monterey Institute of International Studies (MIIS) to encourage participation of students, staff, and faculty in Sports Center programs, services, and special events
- Funded the purchase of **68 stand-up desks** across various departments
- Provided **lactation accommodation** and education



6

Transportation

- Applied for **Active Transportation Program grant** funding for pedestrian and bike safety improvements at Del Monte and Washington and Del Monte and Camino el Estero
- Applied for a \$1 million dollar grant from the **Highway Safety Improvement Program funding** for bike and pedestrian safety improvements at Casa Verde and Del Monte
- Finalizing **Safe Routes to Schools** plan
- Adopted **Vision Zero**
- Encouraged employers to offer benefits to employees who walk and bike to work and encouraged visitors to take the trolley and walk/bike Monterey, through a program called **Transportation Demand Management**
- Implemented adaptive control on arterials to reduce vehicle congestion as well as decrease greenhouse gas emissions due to stop and go traffic using a **Traffic Signal Adaptive System**



goals for 2019

- Work with the NIP program to fund outdoor exercise equipment near the Recreation Trail and Scholze Park Center
- Apply for grant funding with the National Fitness Campaign to fund a portion of their outdoor fitness court
- Work on partnering to offer Monterey Recreation and Monterey Sports Center programming
- Work to address aging infrastructure that limits the community's ability to use outdoor spaces including the Via Paraiso basketball court, Laguna Grande artificial turf volleyball court, and Jacks Ballpark turf





by the numbers

by the numbers

\$8.5 million in grants secured for capital improvements

\$900,000 to preserve local fishing industry

700 bike helmets

4,000 coloring books

Applied for another \$5.5 million for pedestrian and bike improvements

646 acres of parks, open space, beaches, trails, sports courts and playgrounds

953 lunches served at Montecito Park

68 stand-up desks

1,500 kids participated in youth sports and camps

30% decrease in stop and go traffic on Lighthouse

Over 2,700 adults participated in sports programs

Monterey Sports Center numbers, Jan - Oct

- 7,133 current members
- 6,177 group swim lesson participants
- 1,791 private swim lesson participants
- 1,207 campers (sports & cheer) participants
- 61 private basketball sessions
- 41 teen work experience participants
- 14 adult co-ed volleyball participants
- 26 youth wrestling participants
- 171 martial arts participants
- 43 obstacle course training participants
- 341 personal training sessions
- 1,280 physical therapy sessions
- 38 private yoga sessions
- 45 birthday party rentals

MC Holiday Food Drive supports 100,000 individuals a year

360 children at the Summer Playground Program

525 children at Whispering Pines

Tree City USA for over 30 years

503 kids at Camp Quien Sabe

37 parks

204,120 plastic bottles saved

13 elliptical machines replaced



The HEAL Cities & Towns Campaign aims to reduce and prevent obesity by engaging municipal leaders to champion healthy eating and active living in their communities through adoption of policy and promotion of opportunities for residents and municipal employees. The campaign provides coaching and technical assistance to support this process.





Produced by the City of Monterey, California, USA

On the web at monterey.org/About-Monterey/Community-Partnerships/Healthy-Eating-Active-Living-City

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