



HEAL - Healthy Eating and Active Living

# annual report 2021

A program presented by the

City of Monterey, CA  
Sustainability Division, Community Development Department



THE CITY OF  
**MONTEREY**

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. This 2021 issue is our fourth report in four years.



**"The City of Monterey proudly champions a healthy lifestyle throughout our community and neighborhoods all year long through our wide variety of programs, services, and initiatives."**

*Community Development Director, Kimberly Cole*

For previous year reports, please see Monterey's HEAL Program online at <https://monterey.org/HEAL>

[healcitiescampaign.org](https://healcitiescampaign.org)



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Cultural

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Food &  
Exercise  
Education

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Quality of  
Life

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Recreation,  
Activity

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Workplace

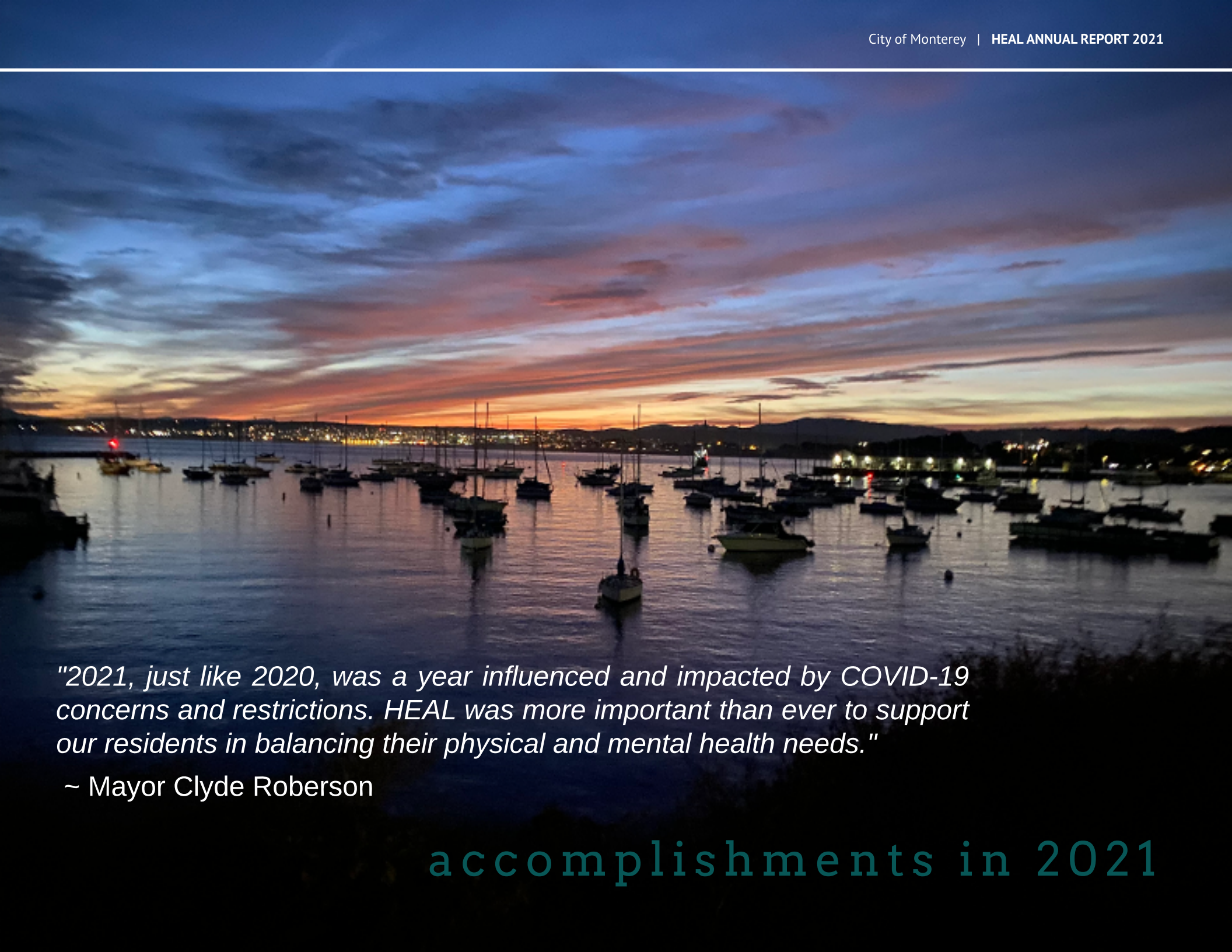
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Transportation

### Key to lifestyle benefit opportunity

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*"2021, just like 2020, was a year influenced and impacted by COVID-19 concerns and restrictions. HEAL was more important than ever to support our residents in balancing their physical and mental health needs."*

~ Mayor Clyde Roberson

accomplishments in 2021

## ☑ 2021 accomplishments

### LIBRARY AND MUSEUMS

- **First public library to open for sidewalk services in Monterey County**, circulating 169,805 items as part of that service.
- Partnered with MPUSD to **distribute thousands of kids books** at free Grab-N-Go lunch sites.
- **Promoted mental and physical health** by circulating over 195,000 items during the year.
- Used our **"Explore Monterey" app** to engage over 3,300 visitors and residents in outdoor walking tours where they discovered Monterey history, hidden gardens, and fun and unique public art.
- **STEM and Storytimes** were held outdoors for young participants to learn and move in the sunshine.
- **Distributed 1740 take-and-make home creativity kits** for kids to encourage experimentation, curiosity, problem solving and imagination.
- **Colton Hall, the Presidio of Monterey Museum, and the Pacific Biological Labs all reopened** in the fall, welcoming 4,428 visitors to learn about our rich and diverse history.
- **78,852 visitors** came to the Library and Bookmobile after our reopening in July.
- The **Bookmobile resumed service** on August 3, 2021, prioritizing the underserved communities in Monterey, with funding assistance from the MPL Friends & Foundation.

1

Cultural





## ☑ 2021 accomplishments

### MONTEREY RECREATION - PARKS AND RECREATION DEPARTMENT

- Partnered with Meals on Wheels to offer a **Senior Drive Thru Meal Program with 4,788 meals for seniors.**
- Partnered with the Food Bank for Monterey County for **produce distribution service to families and seniors.** 7,303 reservations and over 20,000 people served by the drive thru and walk up produce distribution programs.
- Partnered with the Food Bank for Monterey County and the Kiwanis Club of Monterey to serve **7,350 individuals through a Thanksgiving Drive-Thru/Walk-up** distribution and home delivery for homebound residents and **7,420 individuals for the Christmas holiday.**

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**Food & Exercise  
Education**



## ✓ 2021 accomplishments

### MONTEREY RECREATION - PARKS AND RECREATION DEPARTMENT

- Increased Recreation's **Community Outreach with 1,570,517 emails** sent with a 16% open rate to keep the community informed and engaged. *(Does not include daily/weekly COVID-19 emails sent to residents from City Manager's Office.)*

### ENGINEERING - PUBLIC WORKS DEPARTMENT

- **Two Areas of Special Biological Significance (ASBS) educational signs were installed** along the Monterey Bay Recreation Trail, bookending the coastal extent of this special shoreline area. Using the QR code provided, take a virtual walking or biking tour to numerous points-of-interest along the ASBS coastline to learn more about the natural and cultural histories and scientific and infrastructure resources found there! This educational and recreational project was supported by the City in partnership with the City of Pacific Grove and State Water Resources Control Board through a Proposition 1 ASBS Grant.



### FIRE DEPARTMENT

- **Conducted COVID-19 vaccine clinics** for City employees and the public - 102 clinics with over 7,600 doses administered (in 2021)
- **Completed annual wildfire safety defensible space inspections** for all parcels in the city and worked with homeowners and residents to gain compliance
  - With PARKS, **coordinated fuel management activities** with the Pebble Beach Community Services Districts for the land just outside city limits in the Skyline Neighborhood to reduce wildfire risk
  - Continued working with businesses on **outdoor dining issues** (heaters in temporary tents)
  - **Expanded paramedic program** to Engine 13 in North Monterey (24/7/365 paramedic response from the station at 401 Dela Vina)
  - Hosted a **4th of July pancake breakfast** for the community. with benefits going to MY Museum.



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**Quality of Life -  
including  
COVID-19 update**



## ✓ 2021 accomplishments

### MONTEREY RECREATION - PARKS AND RECREATION DEPARTMENT

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#### Recreation, Activity

- **Scholze Park Center reopened on August 2** offering a variety of programs for seniors including: Bingo, Bridge, Chi Gong, Tai Chi, Line Dancing, Drawing and Painting, Sewing, Ceramics, Walk the Bay Walking Group and Watercolor Painting.
- **Return of Monterey Recreation Field Sports** outdoor youth and adult sports camps and leagues beginning April 2021. Participation in Youth Summer Sports Camps and Junior Soccer, Youth Flag Football, 30+ Baseball and Adult Softball Leagues have exceeded pre-COVID-19 numbers.
- **Monterey Recreation Community Centers served individuals and families of all ages by offering opportunities for both mental and physical activity.** Programs offered included gymnastics, dance, music lessons, art classes, exercise classes, fencing, preschool, school break programs and camps.
- **Summer camps** provided opportunities for youth to get outdoors and recreate in City parks while also providing childcare for working parents. Camp programs for 2021 included Beach Volleyball, Flag Football, Basketball, Softball/Baseball, Play It Safe Summer Fun and British Soccer.
- **288 units of blood collected** through American Red Cross Blood drives. The Premier Blood Partners program is designed exclusively for our top blood drive partners to recognize and augment the tireless efforts they contribute to the community and national blood supply.
- Partnered with Play-Well TEKnologies to offer a fully enrolled, fun, summer camp opportunity for **learning through STEM** + Minecraft w/ LEGO® Materials: learning about basic physics, engineering and architecture principles and applying them to various projects in the Minecraft universe using basic Lego® components.





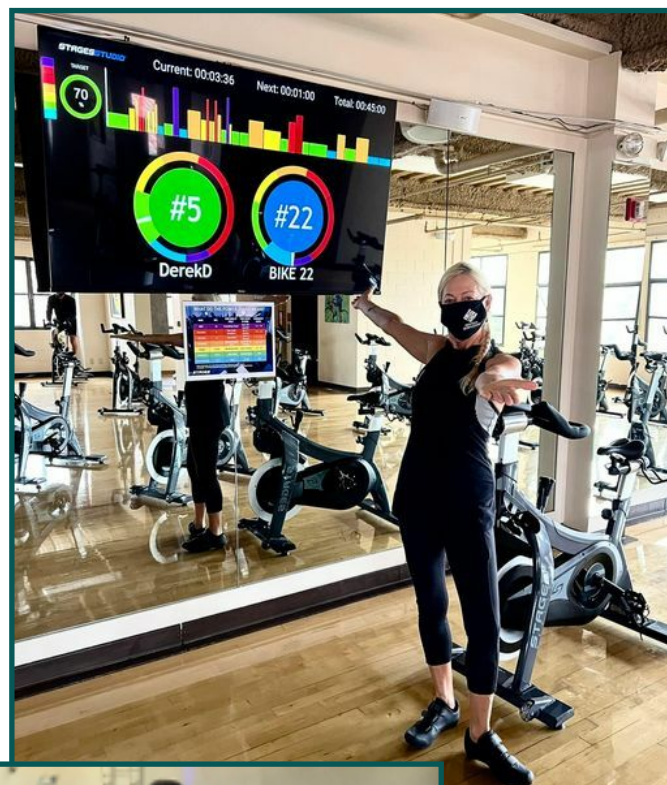
## ✓ 2021 accomplishments

### MONTEREY SPORTS CENTER - PARKS AND RECREATION DEPARTMENT

- The Monterey Sports Center re-opened on March 22, 2021 and successfully transitioned from a limited outdoor program to a robust compliment of indoor programs and services
- Launched **NEW StagesPro Indoor Cycling program** featuring state of the art bikes and technology

Since re-opening, the Monterey Sports Center has served over **150,000 members and guests**. In addition to utilizing the cardio, weight, and functional training equipment, swimming laps, or playing pick-up basketball:

- Over 1,300 participants enjoyed drop-in **badminton**
- More than 1,200 participants enjoyed drop-in **volleyball**
- **26,734 participated in group exercise classes** (more than 50 classes offered each week)
- **Summer Sport Camp rebounded** with 267 participants
- **Swim lessons** resumed in May
  - **1,018 children** participated in group swim lessons
  - 3,997 booked **private swim lessons**
- **Personal training resumed** in August
  - **784 sessions purchased**
- **Hosted 11 birthday parties, 4 gym rentals, and 178 lane reservations**



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**Recreation,  
Activity**



## ✓ 2021 accomplishments



### HUMAN RESOURCES

- Scheduled and conducted **Diversity, Equity, and Inclusion (DEI) Training** for City full time employees.
- Maintained an up-to-date **COVID-19 Prevention Plan**
- Continued **wellness program** to provide additional leave to employees for who regularly exercise.
- Continued to provide **City Sports Center membership** to employees to encourage regular exercise.

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Workplace

### TRAFFIC ENGINEERING AND PARKING - PUBLIC WORKS

- Installed **Rectangular Rapid Flashing Beacons (RRFBs)**, which improve pedestrian visibility and safety at uncontrolled crosswalks at multiple locations.
- Implemented the **Adaptive Signal System** for Munras and Foam Corridors, the signal system reduces greenhouse gases by reducing congestion which creates higher emissions from idling traffic and frequent stops and starts.
- As part of the Office of Traffic Safety Grant Program, the City provided **Bicycle or Pedestrian Safety Education** at three schools to over 100 students.
- As part of the Office of Traffic Safety Grant Program, the City installed three cabinet wraps with safety messages as part of the national **"See and Be Seen Campaign"** reminding pedestrians, bicyclists and drivers to be aware of their surroundings and other road users.
- **Adopted Move Monterey**, an update to the City's Multimodal plan, which provides guidance for future pedestrian and bicycle projects and identifies potential future bicycle and pedestrian projects which will improve access for pedestrians and bikes. This project was funded in part by a Caltrans Planning Grant.

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Transportation





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.



**Design production by the City of Monterey**

