

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE June 17, 2014	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Rodger Craddock, City Manager

ISSUE: **Healthy Eating Active Living (HEAL) Cities Campaign**

BACKGROUND:

Since 2012, the League of Oregon Cities and the Oregon Public Health Institute have been working statewide to help civic leaders create healthy communities through the Healthy Eating Active Living (HEAL) Cities Campaign.

The campaign highlights the crucial role municipalities can play in creating healthy communities for their residents by adopting policies that expand healthy options where residents live, work, shop, learn, and play. The campaign offers many tools to cities including:

- A policy library and one-page info sheets with guidance on the most popular HEAL options;
- Periodic webinars featuring national experts and the perspective of local government leaders;
- Free consultation and technical assistance, and;
- Grants assistance to HEAL Cities for implementation of HEAL policies.

The first step in becoming a HEAL City and becoming eligible for HEAL grants is adoption of the attached HEAL City resolution.

ADVANTAGES:

Participating in HEAL City program will allow access to information, services, and funds which could benefit our community.

DISADVANTAGES:

None identified.

BUDGET IMPLICATIONS:

None at this time.

RELATED CITY GOAL:

This matter is directly related to the City's goal in "evaluating the ... ordinances and policies to efficiently address the needs of the ... citizens..."

ACTION REQUESTED:

If it pleases the Council, please adopt Resolution 14-14 Healthy Eating Active Living (HEAL) Cities Campaign.

City of Coos Bay

Resolution 14-14

A RESOLUTION OF THE CITY OF COOS BAY, COOS COUNTY, OREGON SETTING FORTH THE CITY OF COOS BAY'S COMMITMENT TO PUT HEALTHY OPTIONS WITHIN REACH OF ALL RESIDENTS

WHEREAS, improving livability and community health are important goals; and

WHEREAS the nutrition and physical activity choices that individuals make for themselves and their families are influenced by their environment; and

WHEREAS local policies on land use & transportation, access to healthy food, and shared use determine whether options for healthy eating and active living are within reach of the people who live, work, go to school, play or worship in the City; and

WHEREAS high rates of costly chronic disease among both children and adults are correlated to environments with few or no options for healthy eating and active living; and

WHEREAS, Coos Bay is a member of the League of Oregon Cities; and

WHEREAS, in 2010, the League of Oregon Cities Board of Directors resolved to partner with and support the national *Let's Move!* Campaign headed by the First Lady of the United States, and has encouraged Oregon cities to adopt preventive measures to fight obesity; and

WHEREAS, in 2012, the League of Oregon Cities Board of Directors resolved to partner with the Oregon Public Health Institute (OPHI) in the *Healthy Eating Active Living (HEAL) Cities Campaign*, and encouraged all Oregon cities to join the *HEAL Cities Campaign* and qualify as a HEAL City by accepting information, training, and technical assistance from OPHI staff on policies to support healthier eating and increased physical activity levels for all residents, create more livable communities, and create a culture of wellness at municipal workplaces, and adopting at least one recommended HEAL policy; and

WHEREAS the Coos Bay City Council has adopted a proclamation aimed at creating a "Vibrant Community / Healthy Population" (2011); adopted goals to "Improve sidewalk crossings and ADA access (ADA curb cuts) throughout the City" and "identified possible changes to 2nd Court to encourage economic development and increased pedestrian usage" (2014); adopted smoke-free areas with the City's parks (2010 & 2014); and adopted a Comprehensive Plan which includes goal 6.4 to "promote the development of walking and bike trails throughout the City, ultimately linking with our neighbors, continued to work towards the Coos Bay Waterfront Walkway to the North Bend Boardwalk for the mutual benefit of area residents, businesses, and visitors" (2000); and supports the Farmer's Market in downtown Coos Bay;

WHEREAS the City of Coos Bay has undertaken a number of projects, some completed, some in progress and projects for future, all aimed at enhancing connectivity, walking and bicycling which includes: the Ocean Blvd Sidewalk project (2010); Ocean Blvd Road Diet project (2012); S Broadway Sidewalk project (2013); Bayshore Fence and Sidewalk project (2014); the S Empire Multi-Modal project (2014-2015); and entered into an agreement assist with the furtherance of the Coos Waterfront Walkway Partnership project;

WHEREAS the City of Coos Bay assists the Prefontaine Memorial Committee in providing for the annual Prefontaine Memorial Run and a “Pre” fun run for kids annually each September; sponsors a 4th of July in the Park which includes a Race-Run-Walk through the trails in the urban forest of Mingus Park and on the streets of Coos Bay; and the annual “Walk with the Mayor” event during the annual Memorial Day Parade;

AND WHEREAS the City of Coos Bay has worked with youth volunteers in cleaning and creating trails in the City’s parks;

NOW, THEREFORE, LET IT BE RESOLVED that the City Council hereby recognizes that joining the HEAL Cities Campaign has the potential to improve local livability and have a positive impact on the community’s health and well-being. To that end, Coos Bay adopts this HEAL Resolution;

BE IT FURTHER RESOLVED that Coos Bay staff shall work with HEAL Cities Campaign staff to explore HEAL policies and to identify those policies that are suitable for the City’s unique local circumstances.

BE IT FURTHER RESOLVED staff will report back to this Council with recommendations not later than 60 days from the date of this resolution.

Crystal Shoji, Mayor

ATTEST:

Susanne Baker, City Recorder