

REPORT TO CITY COUNCIL

DATE: MARCH 26, 2008

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: AMY BRINK, DIRECTOR OF COMMUNITY SERVICES

SUBJECT: BUDGET WORKSHOP – HEALTHY CITIES INITIATIVE

Over the past year, the Department of Community Services has extensively researched existing city-based healthy programs and collected articles, data, and other relevant information. Although being a designated “Healthy City” can encompass many aspects in a community, staff suggests a narrow focus on four main categories: *Physical Fitness & Recreation, Nutrition & Health, Environmental Awareness, and Safety & Transportation.*

The City of Agoura Hills and the Department of Community Services currently provide many programs that could be considered components of our Healthy City. With minimal expansion on existing programs and the introduction of new programs, the City of Agoura Hills has the potential to offer a well-rounded, but focused, Healthy Cities Program.

Mission Statement

As a designated California Healthy City, Agoura Hills will take action now to create comfort in the future by providing opportunities for physical activity and recreation programs, promoting the importance of health and nutrition, protecting the environment, securing the community and its infrastructure, and offering easy access to educational and supportive resources.

Implementation

The Healthy Cities Program has potential to be expanded each fiscal year with the addition of new programs that fulfill the mission. It is recommended that the program be implemented in phases, beginning with a new special event unveiling the program to the public, i.e. displaying a slogan and/or logo, distributing printed brochures showcasing upcoming programs, providing an opportunity for residents to express their interest in being involved, and offering activities to participate in. Following the initial event, existing and new programs will be introduced in the subsequent months and years, based on priority and feasibility.

Implementation will also vary due to the basis of the program – Marketing, Existing Program, Proposed Program, Partnership/Collaboration, or Capital Project.

Budget

A starting budget of \$10,000 has been allocated for FY 07/08. Monies will be spent during Quarter 4 (April-June 2008) to initiate the Healthy Cities Program (see FY 07/08 Budget). The list below illustrates a comprehensive vision of the Healthy Cities Program over time. The existing programs are already accounted for in other Department of Community Services budgets, therefore not requiring additional funding. These programs will continue to be implemented and simultaneously be incorporated into the overall Healthy Cities Program.

Existing Programs

Planet Expo/Trashbusters
Senior Expo
General Recreation Programs
Teen Intramural Sports
Adult Sports Leagues
Public Safety Day/Bike Rodeo

FY 07/08

Branding
Healthy City Special Event
Walking Challenge
Presidential Challenge in the Workplace
Walk to School Days
Healthy Efforts Recognition Program

FY 08/09

Continue FY 07/08 Programs
Website
Easy Access Flu Shots
Activity Promotion Program w/ LVUSD

Long Term

Continue FY 08/09 Programs
Chumash Park Fitness Trail
Distribute Regional Hiking/Biking Maps
Traveling Health Exhibit
Green City/Environmental Concern
Childhood Obesity & Nutrition Education
Hiking/Walking Paths & Interpretive Signage
Guide Decision-Making