

HEAL - Healthy Eating and Active Living annual report 2019



Photo by Melissa Graham

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.



PARKing Day 2019

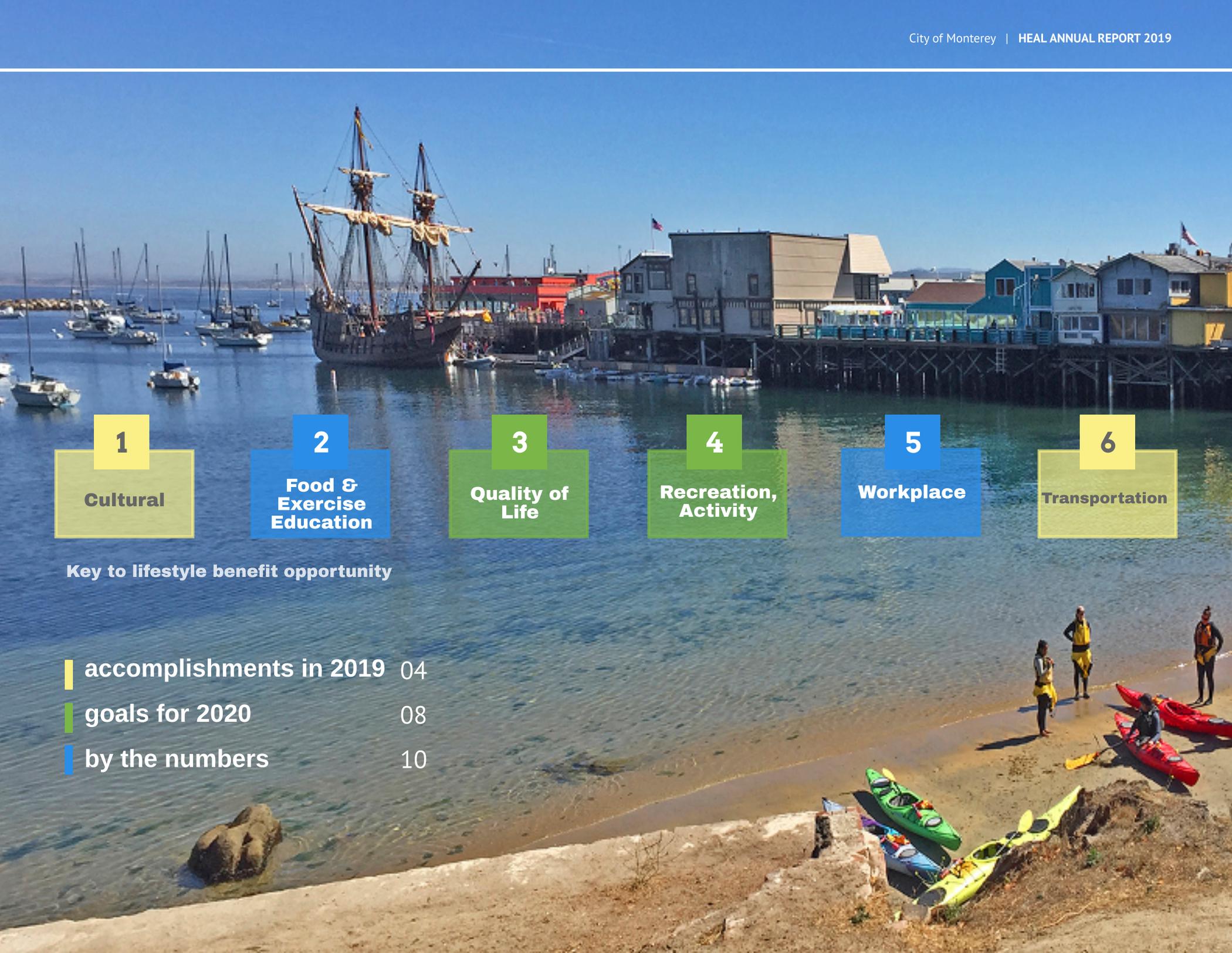


"The City of Monterey continues to make strides towards healthy community initiatives. We are excited to share this year's achievements with the community. "

Community Development Director, Kimberly Cole

For previous year reports including established programs, please see Monterey's HEAL Program web page: <https://monterey.org/About-Monterey/Community-Partnerships/Healthy-Eating-Active-Living-City>

www.healcitiescampaign.org



Key to lifestyle benefit opportunity

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accomplishments in 2019

☑ 2019 accomplishments

1

Cultural

- Lead agency for coordinating **Monterey 250 events** to celebrate Monterey's 250th birthday, including a new public art piece that will be unveiled in 2020.
- Nurtured **Sister City relationships** through exchanges for both youth and adults.
- **Engaged community through outreach and promotion events** including the City of Monterey Park(ing) Day, City of Monterey Employee Health Fair, La Mesa Elementary Fall Festival, Monte Vista Elementary Spooky Carnival, Monterey Bookmobile Boo Bash at Montecito Park, National Bookmobile Day - 1st Annual Monterey Bookmobile Storywalk at El Estero Park, Monterey Bay Parent Spring Expo, Monterey Public Library Summer Reading Kick-off Party, Monterey Police Department Public Safety Night and Monterey Firefighters Association Movie Nights, Middlebury Institute of International Studies Student Club Resource Fair, Pacific Grove Employee Health Fair, and CSUMB Employee Health Fair.
- Hosted 2nd annual **Great Floating Pumpkin Patch** with more than 700 participants and family members engaged in a fun, safe, and family friendly activity.



2

Food and exercise education

- **Participated in the Monterey County Food Bank Holiday Food Drive** which serves over 100,000 individuals each year. Food barrels were available at 7 locations in the Parks and Recreation Department.
- Conducted summer activities at Montecito Park including **Free Summer Lunch program** with MPUSD - Served 535 summer lunches to youth 17 and under.
- Provided **healthy and balanced meals for summer camps** at Camp Quien Sabe Youth Overnight Camp (9,744 meals), Camp Quien Sabe Family Camp Weekend (720 meals) and Whispering Pines Day Camp (990 meals)
- Offered the **Family Market: Senior Produce Distribution** at Scholze Park Center in partnership with the Monterey County Food Bank on Mondays. 2019 served 4,216 families with a total of 6,829 individuals.
- Partnered with CHOMP/Montage Health to offer two free **Kids Eat Right Workshops** which encourage kids and families to learn about nutrition, create a healthy meal and try new foods.
- Hosted **free community classes** including Kid's Zumba, Glow in the Dark Yoga, Zumba Gold Seated Chair, Mindful Yoga, and Introduction to Juggling.
- Hosted **free community events** including International Day of Yoga and Spooky Dance Party.
- Hosted **free community lectures** including Freedom from Fractures Bone Health, Stress Reduction, Healthy Diet and Exercise, Nutrition Education, Fall Prevention, Breast Cancer Risk Assessment and Risk Reduction, and Conscious Parenting.
- Hosted **Mindful Yoga and Meditation** series.
- Added several **new classes to the Group Exercise schedule** including T'ai Chi, Gentle Yoga, Power Yoga, and Seated Yoga.
- Library partnered with MEarth to offer a series of three **healthy cooking classes** for 3rd-5th graders.
- Library offered a monthly **"Little Chef" program** which combined food-themed storytimes with simple cooking projects for preschoolers and their families.

☑ 2019 accomplishments



3

Quality of life

- **Encourages infill development in its mixed use neighborhoods** that are located near high quality transit lines. The following infill development projects were approved: 2200 North Fremont (40 units); 300 Cannery Row (8 units); 799 Cannery Row (4 units); 200 Glenwood (40 units). The City Council made a significant step forward by rezoning a portion of Garden Road to allow residential infill/redevelopment within the light industrial zone. In total, the City could anticipate approximately 400 units. Three development teams are evaluating this opportunity to construct approximately 150 housing units.
- Replaced water intensive landscaping with **drought resistant landscaping**.
- Recognized Arbor Week with a tree planting event at Laguna Grande Park, and received re-certification as a **Tree City USA for the 38th consecutive year**. Conducted a second community tree planting at Veteran's Memorial Park in November. **Planted or replaced 115 trees throughout the city.**
- **Accepted 137 acres of additional greenspace** at Old Capitol site that will eventually be a new park for the community.
- Monterey's parks are distributed throughout the City, **providing a park, trail or open space within a quarter mile** (a 5-minute walk) of most residents. Administered tree maintenance program for the City and for the Presidio of Monterey. Actively marketing and encouraging the California Parks and Recreation Society motto, **Parks Make Life Better!**
- Continued the Next Chapter: **Designing Your Ideal Life monthly lecture series** at the Library which covers "health and well-being, planning for the future, following one's spirit, and other interesting topics for the second half of life."
- Library partnered with the Hospice Giving Foundation to offer a **workshop on Advance Care Directives** and a workshop in **Coping with Grief at the Holidays**; partnered with the Alzheimer's Association of Northern California to offer a workshop on **Healthy Living for your Brain and Body**.
- Library offered events for teens that **create community and inspire creativity**, including life-size board games, escape rooms, and participatory murder mysteries.



4

Recreation, Activity

- Offered **youth camps and sports** including tennis, baseball/softball, soccer, beach volleyball, basketball, flag football, fitness, track and field, gymnastics and fencing serving over 1,700 youth.
- Offered **adults sports programming** including Frisbee, softball and baseball serving over 2,200 individuals.
- Offered the **Walk the Bay: Walking Fitness program** to encourage seniors to get outdoors, socialize and exercise along the Recreation Trail.
- Implemented a **new Pilates program** for adults at Hilltop Park Center that focuses on bone health, balance and fall prevention. (August-Dec. 2019 - 95 participants)
- **Installed new play equipment** at Casanova Oak Knoll Park.
- Constructed **significant improvements at Montecito Park** to include outside seating and barbecue areas.
- **Replaced 8 treadmills** with energy efficient models, fluorescent light bulbs with energy saving **LED light bulbs**, commercial washing machine with high capacity, **energy efficient washer/extractor**.
- Added **third AED unit** and moved all three units to publicly accessible locations for quicker response time.
- **Expanded Sports and Cheer Camp weeks** to include all breaks in the academic calendar for local schools.
- The Library, In partnership with Recreation, co-hosted a **ballet class for preschoolers** as well as the first annual **Storywalk at Lake El Estero**.



✓ 2019 accomplishments

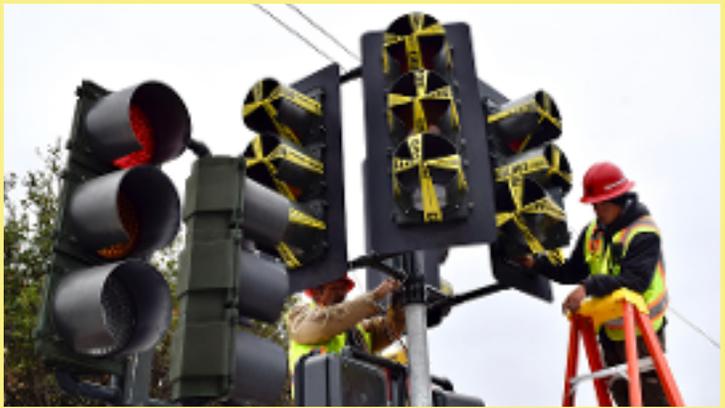
5 Workplace

- In conjunction with TAMC, coordinated two **Smart Commute Challenges** where city employees compete against employees from other local organizations for who takes the most Smart Commute (walking, biking, carpooling) trips in a month.
- **Expanded Fitness Activity Program** to allow for more fitness options and more flexible accounting of exercise time.
- **Removed administrative barriers** to obtaining membership for participation at Sports Center.
- Partnered with Montage to provide **free biometric health screening and exit coaching** with Dietician and Personal Trainer.



6 Transportation

- **Awarded Highway Safety Improvement Grant** for the design and construction of trail connection improvements at Del Monte Avenue and Casa Verde Way to improve bicycle and pedestrian safety and access.
- **Completed the construction of the North Fremont Bike and Pedestrian Access and Safety Improvements Project**, which provides improved ADA accessible crossings and Class IV bicycle lanes to promote active transportation.
- Continued effort on the **Transportation Demand Management Program** to reduce vehicle trips and encourage walking and bicycling.
- **Applied for Prop 68 Grant: Recreational Trails and Greenways Grant Program** in collaboration with the Transportation Agency for Monterey County in the amount of \$3.9 million for pedestrian, bicycle, and trail improvements which would connect the North Fremont Project to Fort Ord Regional Trail and Greenway (FORTAG).
- **Continued expansion of the Traffic Signal Adaptive System** to include the remaining portion of Lighthouse Avenue and the intersection of David Avenue and Hawthorne Street. The implementation of Traffic Signal Adaptation System on the North Fremont Corridor is underway. Congestion Management through the Adaptive Signal System Program reduces congestion which in turn reduces greenhouse gas emissions improving air quality.





goals for 2020

- Partner with Montage Health to expand wellness program to encourage healthy lifestyle choices. (HUMAN RESOURCES)
- Add at least one water refill station to reduce plastic bottled water; improve accessibility; reconfigure front desk to meet ADA requirements; install power assist devices on locker room doors; install power assist devices on internal exit doors; add Junior Spartan Circuit class for youth ages 10-14; expand fitness classes and programs for pre-teen/teen demographic; explore new classes and programs to support the growing population diagnosed with osteopenia, osteoporosis, and diabetes. (MONTEREY SPORTS CENTER)
- Work with NCIP to address aging infrastructure that limits the community's ability to enjoy outdoor spaces and encourage fitness through possibly updating the El Estero Par Course, adding artificial turf to the infield at Jacks Ballpark, Via Paraiso basketball court and Laguna Grande Park Volleyball Court; partner with National Fitness Campaign to add a Fitness Court near the Recreation Trail and Downtown Monterey; continue to partner with CHOMP/Montage Health to offer additional Kids Eat Right programs; expand program opportunities for all ages that encourage physical activity; Offer more beach volleyball opportunities for youth and adults. (MONTEREY RECREATION)
- Upgrade the volleyball courts at Monterey Bay Park in partnership with California Beach Volleyball Association - Monterey Bay. (PARKS)
- Hold the second annual Storywalk in partnership with Recreation on Saturday, April 18th; continue the Next Chapter monthly lecture series on health and wellbeing topics; deepen existing partnerships and seek out new ones with local businesses and organizations such as MEarth, the Hospice Giving Foundation, the Alzheimer's Association, and others. (MP LIBRARY)
- Bring the whole community together to celebrate Monterey's 250th birthday on June 3, 2020!





by the numbers

by the numbers

\$8.5 million in grants secured for capital improvements

4,000 coloring books

408 children at the Summer Playground Program

Applied for \$2 million for pedestrian, bicycle, and trail improvements

8 treadmill machines replaced

7,483 Monterey Sports Center current memberships

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

700 participants in the Great Floating Pumpkin Patch

MC Holiday Food Drive supports 100,000 individuals a year

547 children at Whispering Pines

37 parks

1,700 kids participated in youth sports and camps

400 anticipated new housing units to be built

535 lunches served at Montecito Park

516 kids at Camp Quien Sabe

115 trees replaced 38 yrs Tree City USA

400,000 plastic bottles saved

Over 2,900 cyclists and pedestrians using the Rec Trail at Washington St on Labor Day Weekend

Over 2,200 adults participated in sports programs

6,829 served at Family Market: Senior Product Distribution



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