



# Memorandum

**TO:** HONORABLE MAYOR AND CITY COUNCIL  
**FROM:** Councilmember Kansen Chu  
**SUBJECT:** HEALTHY EATING ACTIVE LIVING  
**DATE:** October 5, 2012

**APPROVED:**

**DATE:** 10/5/12

## RECOMMENDATION

It is recommended that the City Council consider the following recommendation at the Priority Setting Session on October 9, 2012:

Direct staff to develop a policy, resolution, or ordinance to promote and enforce parts or portions of the Healthy Eating Active Living initiative that is appropriate for the City of San José.

## BACKGROUND

The Healthy Eating Active Living Cities (HEAL) Campaign is a partnership of the League of California Cities and the California Center for Public Health Advocacy. The Campaign works with California cities to adopt policies that will improve the physical activity and food environments for all residents. The League Board of Directors adopted a resolution encouraging 100% participation of represented cities. As the City's representative on the League of California Cities, I am seeking our involvement in this Campaign.

The HEAL Cities Campaign promotes policy options that cities can adopt to improve nutrition and physical activity environments in their communities:

- **Land Use** – Using cities' planning, zoning, and infrastructure investment to have a positive effect on health. The City of San José is aggressively pursuing policies in this area.
- **Healthy Foods** – Encouraging the use of planning, economic development, and public relations tools for attracting and supporting healthy food retailers. The City of San José, with the Health Trust and the Santa Clara County Public Health Department, is pursuing strategies in this area.
- **Employee Wellness** – Exploring ways to reduce the burden of worker healthcare costs by helping workers overcome obesity. The City of San José is one of the largest employers as well as a leader in our community.

The HEAL Cities Campaign is working with League Partners Kaiser Permanente and Keenan Associates to develop in-depth resources for HEAL Cities through the new Partners for Workforce Wellness Program that will be launched in early 2013.

### ANALYSIS

The Healthy Eating Active Living Campaign is a complementary effort of the Let's Move Campaign. Whereas the Let's Move Campaign focuses on ending childhood obesity and the health of children, the Healthy Eating Active Living Campaign is looking at the larger picture – by promoting policy options concerning land use, healthy foods, and employee wellness that cities can adopt to improve nutrition and physical activity environments in communities. In addition, this effort is in line with the Envision San José 2040 General Plan.

To date, 137 California cities have joined the HEAL campaign by adopting a resolution and/or policy, including Cupertino and Mountain View.

The HEAL Cities Campaign recognizes cities for the policies and efforts they have undertaken prior to adoption of a resolution. Cities are ranked as “Eager”, “Active” or “Fit” based upon the extent of those efforts. San José's General Plan Update and the additional policies listed below will qualify the City as an Active City:

- On August 14, 2012, the City Council approved the proposed zoning code amendment for Certified Farmers' Markets by streamlining the process to create access to healthy foods for our residents. The City is working with the Health Trust and stakeholders to incorporate into the “Access to Healthy Foods” policy expansion opportunities for sustainable community gardens throughout San José.

In addition, the City received funding to pursue policies outlined in the Healthy Eating Active Living resolution. We have received over \$230,000 from the Health Department's Communities Putting Prevention to Work (CPPW) County grant and achieved the following:

- Development, promotion, and initial implementation of youth Nutrition Standards and Physical Activity Standards by the City's Parks, Recreation, and Neighborhood Services sites and programs. These standards were modeled after the County of Santa Clara's newly adopted County Nutrition Standards.
- Promotion of the City's Department of Transportation work to launch the Bike Share Program in San José, part of the Regional Bike Share Program, spearheaded by the Bay Area Air Quality Management District.

The Health Trust contributed \$50,000 to the City to incorporate resident input to develop four Urban Village Plans that will be used as tools to implement the growth and health strategies of the Envision San José 2040 General Plan. In addition, part of the grant funding received will be used to work on policies and there will be opportunities for additional funding in the future to work on additional aspects of this resolution.

Implementation of the general plan update could include the following HEAL Campaign priorities and is well worth the effort of staff time to further explore:

- Expanding the nutrition standards policy, including healthy vending, beyond the Parks and Recreation Department to include all departments and programs in the city;
- Prioritizing capital improvement projects to increase opportunities for physical activity in existing areas;
- Building on and expand partnership and coordination with the County and other cities to increase walking and bicycling in conjunction with Safe Routes to School countywide;
- Facilitating the siting of new grocery stores, community gardens, and farmers markets in underserved communities to increase access to healthy food;
- Continuing to expanding community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners;
- Building incentives for development project proposals to determine favorable impact on resident and employee physical activity and access to healthy foods;
- Examining racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy these inequities;
- Expanding nutrition standards policies to cover all facilities, programs and contracts within City departments.

There are costs to doing nothing and not adopting the Healthy Eating Active Living policies – increased health insurance costs for the City and its employees, and a less healthy community. The cost of obesity, overweight, and physical inactivity to Santa Clara County was \$2 billion in 2006, the year for which accurate data is available.<sup>1</sup> Given San José's size, our city bears the majority of this cost. We must do as much as we can to bring these costs down.

I am mindful of staff's current workload; however, the recommended resolution should not require a significant amount of staff time and analysis. At this time, I would like to recommend that the City Council support the intent of the Healthy Eating Active Living Campaign and direct staff to develop a policy, resolution, or ordinance to promote and enforce parts or portions of the Healthy Eating Active Living initiative that is appropriate for the City of San José. I want to emphasize that the draft resolution I have included was written to provide cities a menu of policies in the areas of Land Use, Healthy Food, and Employee Wellness. Specific policy items still need to be worked out and can be modified to fit the needs for our City. The intent of adopting this resolution is to support the campaign's efforts to adopt policies to promote and develop safe and healthy cities. By adopting a resolution in support of the HEAL Cities Campaign and pursuing policies outlined in the resolution, the City of José is promoting employee wellness and improved quality of life for residents.

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<sup>1</sup>The Economic Costs of Overweight, Obesity, and Physical Inactivity Among California Adults—2006 (July 2009). The California Center for Public Health Advocacy.

## RESOLUTION NO. 12-031

**WHEREAS**, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

**WHEREAS**, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

**WHEREAS**, in July 2010 the League of California Board of Directors resolved to partner with and support the national *Let's Move Campaign*, and encouraged California cities to adopt preventative measures to fight obesity; and

**WHEREAS**, on November 18, 2011, the League of CA Cities Board of Directors unanimously voted to encourage 100% board participation in the HEAL Cities Campaign; and

**WHEREAS**, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension; and

**WHEREAS**, more children are being diagnosed with diseases linked to obesity previously seen only in adults, such as Type 2 diabetes and heart disease; and

**WHEREAS**, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

**WHEREAS**, obesity takes a tremendous toll on the health and productivity of all Californians;

**WHEREAS**, the annual cost to California—in medical bills, workers compensation and lost productivity for obesity and physical inactivity exceeds \$41 billion;

**WHEREAS**, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese;

**WHEREAS**, local land use policy governs development of the built environment in which individuals make personal nutrition and physical activity choices; and

**WHEREAS**, supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and

**NOW, THEREFORE, LET IT BE RESOLVED** that the City Council hereby recognize that obesity is a serious public health threat to the health and wellbeing of adults, children and families in Cupertino. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support

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individual efforts to make healthier choices. To that end, Cupertino adopts in concept this Healthy Eating Active Living resolution:

### I. Built Environment

BE IT FURTHER RESOLVED that Cupertino planners, engineers, park and recreation department, and city personnel responsible for the design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

- Prioritize capital improvements projects to increase the opportunities for physical activity in existing areas;
- Plan and construct a built environment that encourages walking, biking and other forms of physical activity;
- Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
- Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners;
- Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity and access to health foods;

### II. Employee Wellness

BE IT FURTHER RESOLVED that in order to promote wellness within Cupertino, and to set an example for other businesses, Cupertino pledges to adopt and implement an employee wellness policy that will:

- Offer employee health incentives for healthy eating and physical activity<sup>1</sup>;
- Accommodate breastfeeding employees upon their return to work;
- Encourage walking meetings and use of stairways.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Cupertino this 3rd day of April, 2012 by the following vote:

<u>Vote</u>	<u>Members of the City Council</u>
AYES:	Santoro, Mahoney, Chang, Sinks, Wong
NOES:	None
ABSENT:	None
ABSTAIN:	None

ATTEST: APPROVED:

/s/Grace Schmidt

/s/Mark Santoro

\_\_\_\_\_  
Grace Schmidt, Acting City Clerk

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Mark Santoro, Mayor, City of Cupertino

CITY OF MOUNTAIN VIEW  
RESOLUTION NO. 17436  
SERIES 2009

A RESOLUTION ADOPTING A HEALTHY CITY POLICY

WHEREAS, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

WHEREAS, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

WHEREAS, more than half of California's adults are overweight or obese and, therefore, at risk for many chronic conditions, including diabetes, heart disease, cancer, arthritis, stroke and hypertension; and

WHEREAS, leaders in government have recognized the problems of persons overweight, obese and diabetic and, through an inclusive commitment, can lead the City toward increased physical activity and improved nutrition and wellness; and

WHEREAS, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

WHEREAS, the annual cost to California—in medical bills, Workers' Compensation and lost productivity—for overweight, obesity and physical inactivity exceeds \$41 billion; and

WHEREAS, local land use policy governs development of the built environment in which individuals make personal nutrition and physical activity choices; and

WHEREAS, by supporting the health of residents and the local work force would decrease chronic disease and health-care costs and increase productivity; and

WHEREAS, the City sets forth the goal to have three acres of park land for every 1,000 residents across the entire City to provide access to healthy lifestyle living; and

WHEREAS, the City is a designated Bike-Friendly Community by the League of American Bicyclist with over 40 miles of safe street bikeways; and

WHEREAS, the City has historically supported healthy and active lifestyles through a comprehensive open space, park and recreation system. The City maintains 8.77 miles of trail, 29 athletic playing fields, 1,000 acres of urban and regional open space land, 1 skate park, one 18-hole golf course, 2 indoor sports centers, 2 aquatic centers, 35 tennis courts and 147 community garden spaces; and

WHEREAS, the City is currently updating its General Plan, which will address the health and well-being of the community to the year 2030 through health-related goals and policies that influence the built environment. General Plan goals and policies will be developed that reflect the desires of the community over a wide variety of policy areas, including, but not limited to, potential enhancements to the City's pedestrian and bicycle network, and the location and form of mixed-use and transit-oriented developments;

NOW, THEREFORE, BE IT RESOLVED that the City of Mountain View will promote a healthy environment for residents and employees by:

- Increasing the availability of healthy food, including fresh fruits and vegetables, through community gardens and the Farmer's Market.
- Continuing to expand pedestrian, bicycle and transit access throughout the City through the use of new public projects and improvements; and public-private partnerships for joint-use access agreements.

- Continuing to encourage employers to provide facilities for employees to use alternative modes of transportation, such as showers and changing rooms.

- Continuing to provide recreational programs for residents and employees.

BE IT FURTHER RESOLVED that the City of Mountain View City Council and staff are to act as role models for health and wellness for the City by:

- Promoting of healthy eating and active living by accommodating breast-feeding employees upon their return to work.

- Making available healthy food service and vending choices.

- Providing access to safe stairways.

- Offering access to Recreation Division exercise classes and aquatic facilities at free or reduced costs.

- Providing access to a free exercise facility and showers 24 hours per day.

BE IT FURTHER RESOLVED that the City Council hereby recognizes that obesity is a serious public health concern. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, the City of Mountain View adopts this healthy eating active living resolution.

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The foregoing Resolution was regularly introduced and adopted at a Special Meeting of the City Council of the City of Mountain View, duly held on the 13th day of October, 2009, by the following vote:

AYES: Councilmembers Bryant, Inks, Kasperzak, Macias, Means, Siegel and Mayor Abe-Koga

NOES: None

ABSENT: None

NOT VOTING: None

ATTEST:

APPROVED:



ANGELITA M. SALVADOR  
CITY CLERK



MARGARET ABE-KOGA  
MAYOR

I do hereby certify that the foregoing resolution was passed and adopted by the City Council of the City of Mountain View at a Special Meeting held on the 13th day of October, 2009, by the foregoing vote.



City Clerk  
City of Mountain View

KC/7/RESO  
607-10-13-09R-E^



HEALTHY EATING  
ACTIVE LIVING  
**CITIES**  
CAMPAIGN

## HEALTHY EATING ACTIVE LIVING CITY RESOLUTION

### PURPOSE AND INTRODUCTION

Cities and their residents face increased health care costs and diminished quality of life due to the epidemic of obesity and overweight. City leaders across California are addressing the crisis by implementing land use and employee policies which encourage physical activity and nutritious eating.

League of California Cities led the way with a resolution in 2004 which encouraged cities to embrace policies that promote healthier lifestyles and communities. Two years later, the League adopted a resolution to work together with the Institute for Local Government, and the Cities Counties and Schools Partnership to develop a clearinghouse of information that cities can use to promote wellness policies and healthier cities. The Healthy Eating Active Living Cities Campaign grew out of these resolutions and is a partnership of the California Center for Public Health Advocacy and the League of California Cities.

The following draft resolution is written to provide a menu of potential HEAL Cities Campaign policies.

**Cities are encouraged to modify the resolution based on local conditions and to the policy actions suitable for their city at this time.**

All California cities which adopt policies encouraging physical activity and good nutrition are eligible to be a Healthy Eating Active Living City and upon review and approval, become eligible for public relations and marketing resources including use of the HEAL Cities logo.

Please contact the campaign and share your adopted resolution and supporting policies.

[www.healcitiescampaign.org](http://www.healcitiescampaign.org)

**RESOLUTION NO. \_\_ SETTING FORTH [MUNICIPALITY]'S  
COMMITMENT TO OBESITY PREVENTION**

**PREAMBLE/WHEREAS CLAUSES**

*A draft resolution based on this model should include a preamble that contains "findings" of fact that support the need for the city to pass the resolution.*

*The preamble contains information supporting the need for the resolution – in this case documenting the need for obesity prevention strategies.*

*Some possible findings are listed as "Whereas" clauses below. Cities may have others.*

**WHEREAS**, in 2004, the League of California Cities adopted an Annual Conference resolution to encourage cities to embrace policies that facilitate activities to promote healthier lifestyles and communities, including healthy diet and nutrition and adoption of city design and planning principles that enable citizens of all ages and abilities to undertake exercise; and

**WHEREAS**, the League of California Cities has a strategic goal to promote and develop safe and healthy cities; and

**WHEREAS**, in July 2010 the League of California Board of Directors resolved to partner with and support the national *Let's Move Campaign*, and encourages California cities to adopt preventative measures to fight obesity; and

**WHEREAS**, on November 18, 2011, the League of CA Cities Board of Directors unanimously voted to encourage 100% board participation in the HEAL Cities Campaign; and

**WHEREAS**, more than half of California's adults are overweight or obese and therefore at risk for many chronic conditions including diabetes, heart disease, cancer, arthritis, stroke, and, hypertension; and

**WHEREAS**, one in four youth between the ages of 9 and 16 in California is overweight. <Enter local data available at <http://www.publichealthadvocacy.org/growingepidemic.html>>

**WHEREAS**, more children are being diagnosed with diseases linked to overweight and obesity previously seen only in adults, such as Type 2 diabetes and heart disease; and

**WHEREAS**, the current generation of children are expected to have shorter lives than their parents due to the consequences of obesity; and

**WHEREAS**, obesity takes a tremendous toll on the health, productivity of all Californians;

**WHEREAS**, the annual cost to California—in medical bills, workers compensation and lost productivity— for overweight, obesity, and physical inactivity exceeds \$41billion;

**WHEREAS**, teens and adults who consume one or more sodas or sugar sweetened beverages per day are more likely to be overweight or obese;

**WHEREAS**, by supporting the health of residents and the local workforce would decrease chronic disease and health care costs and increase productivity; and

**WHEREAS, <add pertinent local conditions and/or current efforts to address the obesity epidemic>; NOW, THEREFORE, LET IT BE RESOLVED** that the City Council hereby recognized that obesity is a serious public health threat to the health and wellbeing of adults, children and families in **[name of city]**. While individual lifestyle changes are necessary, individual effort alone is insufficient to combat obesity's rising tide. Significant societal and environmental changes are needed to support individual efforts to make healthier choices. To that end, **[name of city]** adopts this Healthy Eating Active Living resolution:

### **I. Built Environment**

**BE IT FURTHER RESOLVED** that **[name of city]** planners, engineers, park and recreation department, community economic and redevelopment personnel responsible for the design and construction of parks, neighborhoods, streets, and business areas, should make every effort to:

**Select your city's specific policy goals from among the following menu.  
Work with the HEAL staff to determine your stated goals:**

- Prioritize capital improvements projects to increase the opportunities for physical activity;
- Plan and construct a built environment that encourages walking, biking and other forms of physical activity;
- Address walking and biking connectivity between residential neighborhoods and schools, parks, recreational resources, and retail;
- Expand community access to indoor and outdoor public facilities through joint use agreements with schools and/or other partners
- Revise comprehensive plans and zoning ordinances to increase opportunities for physical activity wherever and whenever possible, including complete streets policies, compact, mixed-use and transit-oriented development;
- Include health goals and policies related to physical activity in the general plan update and specific area plans;
- Build incentives for development project proposals to demonstrate favorable impact on resident and employee physical activity;
- Examine racial, ethnic, and socio-economic disparities in access to healthy foods and physical activity facilities or resources and adopt strategies to remedy these inequities.

### **II. Employee Wellness**

**BE IT FURTHER RESOLVED** that in order to promote wellness within **[name of city]**, and to set an example for other businesses, **[name of city]** pledges to adopt and implement an employee wellness policy that will:

**Select your city's specific policy goals from among the following menu.  
Work with the HEAL staff to determine your stated goals:**

- Offer employee health incentives for healthy eating and physical activity;
- Establish physical activity breaks for meetings over one hour in length;
- Accommodate breastfeeding employees upon their return to work;
- Encourage walking meetings and use of stairways.
- Set nutrition standards for vending machines located in city owned or leased locations;
- Set nutrition standards for food offered at city events, city sponsored meetings, served at city facilities and city concessions, and city programs.

### III. Healthy Food Access

**BE IT FURTHER RESOLVED** that [name of city] planners, community economic personnel responsible for the design and of parks, neighborhoods, streets, and business areas, should make every effort to:

**Select your city's specific policy goals from among the following menu.  
Work with the HEAL staff to determine your stated goals:**

- Facilitate the siting of new grocery stores, community gardens and farmers markets in underserved communities to increase access to healthy food, including fresh fruits and vegetables;
- Revise comprehensive plans and zoning ordinances to increase opportunities for access to health foods wherever and whenever possible, including prioritizing healthy food retail in compact, mixed-use and transit-oriented development policies, proposals and projects;
- Include health goals and policies related to access to healthy food in the general plan update;
- Build incentives for development project proposals to increase access to healthy foods by residents and employees;
- Examine racial, ethnic, and socio-economic disparities in access to healthy foods and adopt strategies to remedy these inequities.
- Map existing fast food outlets and draft an ordinance that will place limits on fast food around schools and in neighborhoods with over-concentrations of unhealthy food outlets.

### IV. Implementation

**BE IT FURTHER RESOLVED** that the head of each affected agency or department should report back to the City Council annually regarding steps taken to implement the Resolution, additional steps planned, and any desired actions that would need to be taken by the city council.

**Note: cities are encouraged to tailor this clause to delegate specific implementation tasks and deadlines as appropriate.  
HEAL staff can assist you to determine your city's implementation steps.**



October 4, 2012

Honorable Councilmember Kansen Chu  
City of San Jose  
200 E. Santa Clara Street  
San Jose, CA 95113

Dear Councilmember Chu,

I am writing on behalf of the Healthy Eating Active Living (HEAL) Cities Campaign to support the resolution before the City Council. If the Council chooses to move forward with the resolution, it will join 137 HEAL cities, including three of California's big ten cities.

The HEAL Cities Campaign provides city officials and city staff with workshops, webinars, model policies, personalized technical assistance, media access, recognition in League communication channels and events, funding alerts and endorsements of grant applications for the adoption and implementation of adopted HEAL Cities policies. Starting in 2013, cities that adopt HEAL Campaign resolutions will be able to access group consultation, webinars and a competitive grant program for workplace wellness efforts.

The City of San Jose has taken many steps towards creating a healthy place for residents and employees to live, work, study and play. We anticipate the HEAL Cities Campaign resolution to acknowledge this work and to serve as a platform for continued policy adoption and implementation. If adopted, we will continue to coordinate our efforts with the Santa Clara County's Public Health Department and Let's Move Cities Towns and Counties Campaign to help your city meet its vision and goals.

I look forward to working with you, the Mayor, your colleagues on the City Council and your city's staff to implement a robust resolution.

Sincerely,

Charlotte M. Dickson  
Director