



AGENDA REPORT

City Council

MEETING DATE: January 22, 2014

PREPARED BY: Marilee Gorham

DEPT. DIRECTOR: Lisa Rudloff

DEPARTMENT: Parks & Recreation

CITY MANAGER: Gus Vina

SUBJECT:

Approval of Resolution 2014-06 regarding the Live Well San Diego initiative

RECOMMENDATION:

City Council adopts Resolution 2014-06 regarding the Live Well San Diego initiative

STRATEGIC PLAN:

Recreation, Transportation, Economic Development Focus Areas

FISCAL CONSIDERATIONS:

There are no fiscal impacts associated with this report.

BACKGROUND:

The County Board of Supervisors adopted a comprehensive, innovative strategy on wellness, called Live Well San Diego. The purpose of this long-term strategy is to help all county residents become healthy, safe, and thriving. Cities have been encouraged to adopt Live Well San Diego in their communities to further advance the initiative and lead to an enhanced quality of life throughout the region.

ANALYSIS:

The City of Encinitas already has many facilities, policies, programs, and strategies in place which support the objectives of the Live Well San Diego initiative as described in the attached resolution. A commitment to life-long fitness and health, recreational opportunities and maintaining a high quality of life is already a hallmark feature of Encinitas and its citizens. As such, Encinitas is an ideal candidate to become a Live Well San Diego partner.

ENVIRONMENTAL CONSIDERATIONS:

There are no environmental impacts associated with this report.

ATTACHMENTS:

Attachment A – Resolution 2014-06

RESOLUTION NO 2014-06

A RESOLUTION OF THE CITY OF ENCINITAS CITY COUNCIL, APPROVING LIVE WELL SAN DIEGO INITIATIVE

WHEREAS, it is known that three behaviors—poor nutrition, lack of exercise, and tobacco use—are the main causes that lead to four chronic illnesses: cardiovascular disease and stroke, cancer, Type 2 diabetes, and respiratory conditions, which account for more than half of the deaths of San Diego County residents; and

WHEREAS, the County of San Diego launched the Live Well San Diego initiative to serve as the blueprint for achieving the County's vision of healthy, safe, and thriving communities; and

WHEREAS, on July 13, 2010, and October 9, 2012, the San Diego Board of Supervisors adopted the Building Better Health and Living Safely strategies, the first two components of Live Well San Diego encouraging all residents of the county to participate in programs to build better health and increase safety as individuals, families, and communities; and

WHEREAS, the City of Encinitas supports safe, walkable communities through the development of Encinitas SR2S Scorecard program in 2011, which is a resource to help community groups shape programs, share strategies, take advantage of funding opportunities and lay out in detail the specific priority Safe Routes to School projects to increase bicycle and pedestrian safety; and

WHEREAS, the City of Encinitas has partnered with WalkSanDiego on Let's Move Encinitas! to develop a city-wide Pedestrian Travel and Safe Routes to School Plan through community involvement in order to enhance the quality of life for citizens in Encinitas; and

WHEREAS, the City of Encinitas provides recreation facilities and programs that support physical activities for youth and life-long fitness for adults; and

WHEREAS, the City of Encinitas supports access to fresh fruits and vegetables by hosting a farmers market every Wednesday afternoon in the parking lot of the Pacific Station Amtrak Coaster stop; and

WHEREAS, the City of Encinitas partners with the Downtown Encinitas Mainstreet Association and other community groups to participate in Wellness Week, a week-long program of events and special offers designed to engage the residents of Encinitas in learning about and experiencing ways to improve their physical, mental and spiritual well-being; and

ATTACHMENT A

WHEREAS, the City of Encinitas will collaborate and share information with the County of San Diego in support of Live Well San Diego;

NOW, THEREFORE, be it resolved, that through these many efforts, the City of Encinitas joins the Live Well San Diego Initiative.

PASSED AND ADOPTED by the City Council of the City of Encinitas on the 22nd day of January, 2014, by the following vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

Teresa Arballo-Barth, Mayor

ATTEST:

Kathy Hollywood, City Clerk