



STAFF REPORT

Meeting Date: February 17, 2015
To: Honorable Mayor & City Council
From: Emma Osore, Special Assistant to Interim City Manager
Subject: 2014-2015 Beverly Hills Healthy City Initiative
Attachments: 1. Beverly Hills Healthy City Highlights

INTRODUCTION

This item provides the City Council with a report on the Beverly Hills Healthy City initiative initiated by Mayor Lili Bosse to promote healthy people, a healthy economy, and a healthy government during the 2014-2015 mayoral term.

DISCUSSION

The Beverly Hills Healthy City initiative was launched in the spring of 2014. Many original programs were implemented such as the weekly *Walk with the Mayor*, the *Healthy City Lunch and Learn* speaker series, and *60-Second Business Shout Out* at each City Council meeting. Additionally, a total of eighteen Healthy City programs and projects are listed in the attached document including the *Eat Well Beverly Hills* healthy restaurant recognition program, the *Go Back to the Tap* hydration station installation campaign, and *TextBH* which allows more people to communicate with the City more often through the use of cell phones.

The hashtag #BHHealthyCity was used as a way to engage the resident and business communities through social media to highlight the ways they were promoting healthy living in Beverly Hills. The #BHHealthyCity hashtag was used over 800 times on the social media applications Facebook, Twitter, and Instagram.

FISCAL IMPACT

Existing staff time and departmental funds were used to implement the Healthy City programs and projects. No additional funding was necessary.

RECOMMENDATION

This report is for City Council information only.

Pamela Mottice-Muller
Director of Emergency Management *PMM*
Approved By

Attachment 1

Beverly Hills Healthy City Highlights

Healthy People

- Planned and implemented a weekly community *Walk with the Mayor* highlighting new businesses and sections of the City.
- Created a digital platform to track the Mayor during the walk.
- Launched *Beverly Hills on the Move*, an online mileage tracker where residents have so far logged over 340 miles.
- Provided fitness demos, healthy food, and physically engaging game booths at the grand opening of the Roxbury Community Center.
- Hosted five community *Healthy City Lunch and Learn* workshops with an average participation of 100 – 120 people per workshop. Past events featured experts in heart disease, fitness, stress, and emergency preparedness.
- Hosted an American Heart Association employee walk and seven employee brown bag lunch nutrition workshops.
- Completed production of *Dangerstoppers* Healthy Living PSA called *Move It or Lose It*.
- Encouraged the community to *Go Back to the Tap!* by replacing water fountains with 13 hydration stations in parks and select city buildings; installation ongoing.

Healthy Economy

- Visited 66 local businesses during *Walk with the Mayor* outings.
- Recognized 24 healthy businesses during the *60-Second Business Shout-Out* portion of each Council meeting.
- Launched *Eat Well, Beverly Hills* Healthy Restaurant Recognition program.
- Updated *Explore Beverly Hills* mobile app to include information about local businesses.
- Supported the Annual Beverly Hills Chamber *Evening with the Mayor* event, the most well attended in its history.

Healthy Government

- Reinstated the City newsletter.
- Increased the number of followers in social media and eNotice systems.
- Expanded the functionality of the Mobile Beverly Hills app and augmented eGov offerings to include email notices and CommCate.
- Instated *TextBH*, the City's latest communication tool, to communicate with more people, more often.
- Launched an Ombudsman program to review and resolve inquiries from the community.

