

## BOARD OF ALDERMEN

ITEM NO. A(4)

### AGENDA ITEM ABSTRACT

MEETING DATE: January 12, 2010

**TITLE: Endorsement of Fit Community Designation Application**

<b>DEPARTMENT: PLANNING</b>	<b>PUBLIC HEARING: YES ___ NO _X_</b>
<b>ATTACHMENTS:</b> <b>A. Resolution</b>	<b>FOR INFORMATION CONTACT:</b> <b>Jeff Brubaker – 918-7329</b>

#### **PURPOSE**

The Board is asked to support the Town's application for a Fit Community designation for 2010-2013 through the Fit Community program of the NC Health and Wellness Trust Fund. The re-designation application continues the Town's 2007-2010 designation and is a requirement for applying for a 2010 Fit Community grant.

#### **INFORMATION**

The Fit Community initiative was created by the North Carolina Health and Wellness Trust Fund to "to address growing rates of obesity among North Carolina adults and children", according to the website ([www.fitcommunitync.com](http://www.fitcommunitync.com)). The program focuses on increasing physical activity, promoting healthy eating, and tobacco use cessation. With support from Blue Cross and Blue Shield of North Carolina, the program offers Fit Community designations and grants for municipalities, counties, and organizations actively promoting one or more of the program focus areas.

Carrboro was designated as a Fit Community in 2007-2010 in part due to its bicycle and sidewalk network, residents' access to parks, amount of recreational programs offered, and healthy food options such as the Farmer's Market. The designation allowed the Orange County Partnership for Young Children, partnering with the Town and other organizations, to apply for and eventually receive a Fit Community 2007 grant award to grow a community garden at the future Martin Luther King, Jr. Park site and provide other educational programs.

A re-designation for 2010-2013 would accomplish several objectives:

- Serve as a way of affirming the Town's commitment to improving community health through healthy lifestyles
- Allow the Town to receive statewide recognition through the Fit Community program website and other media outlets
- Allow the Town to track its progress as a Fit Community through the program's new tiers: bronze, silver, gold, and platinum. (Fit Community NC modified its simple designation process to add this new tiering system in 2009, after the Town received its 2007-2010 designation.)
- Allow the Town to apply for a Fit Community grant to apply towards the funding of a local project that encourages physical activity or achieves other program area objectives.

The Fit Community designation application deadline is January 15, 2010. A designation application from a municipality must be endorsed by the Mayor. The program does not require a resolution of support from the governing body; however, the attached resolution is intended to lend additional support for the Mayor to endorse the application and affirm the Town's commitment to maintaining and improving community health.

The designation application includes a preliminary Fit Community 2010 grant application. After the January deadline, the Fit Community 2010 full grant application becomes available. The deadline for the full grant application is February 24, 2010.

#### **FISCAL AND STAFF IMPACT**

No direct fiscal impacts accrue from a Fit Community designation. The designation allows the Town to apply for a 2010 Fit Community grant of up to \$60,000, which, if awarded, could be applied toward the cost of a local project that achieves one of the three program goals.

Staff time is necessary to complete the designation application, including collaborating with local health-related organizations.

#### **RECOMMENDATION**

Adopt the attached resolution supporting the Town's application for a Fit Community 2010-2013 designation.