

According to the State Water Plan, climate change is already impacting California's water resources – its snow pack, river flows, and sea level. This proposal aims to address climate changes that impact water supply; therefore, the proposal is consistent with the State Water Plan.

Promote Public Health

1. The city will ensure the construction of the improvements to sidewalks and bike lanes through inclusion in the Capital Improvements Project list (CIP). Promote these facilities and the healthy retail establishments and restaurants through our website.
2. The City of Carson is at an important crossroads concerning how we envision redeveloping our city to create an environment that encourages and supports a variety of healthy behaviors. As a city with high levels of both adolescent and adult obesity, and clear evidence of deficits in both physical activity and nutrition, we recognize the importance of improving access to, promotion of, and support for physical activity and nutrition. This proposal would put us well on the way to achieving these goals. The city has already made a statement to become a healthier community by organizing our first triathlon which will take place on October 23, 2010, <http://tri.carson.ca.us/registration.asp>.
3. Though this effort, the city has shown that it can build relationships with the businesses community in the city to promote a healthier life style for our residents. Some of our partners in this event are California State University Dominguez Hills, Kaiser Permanente, Chivas USA, Carson Chamber of Commerce, etc.

The proposal would incorporate 3 evidence-based physical activity components (Access, Promotion, and Social Support) and 1 nutrition component (Promotion) into a 4-phase initiative. The first phase of the initiative involves conducting walk-ability and bike-ability assessments of the areas surrounding most of the city's schools, parks, and other civic and commercial sites. Findings from the assessments will assist the city in making immediate low-cost improvements to enhance walk-ability and bike-ability. As a result, the city will be able to increase access to everyday opportunities for physical activity. Moreover, this increase in physical activity will occur in highly visible public areas (e.g., sidewalks, bike lanes), which itself may contribute to a city-wide culture change that may become self-fulfilling and self-sustaining. As walk-ability and bike-ability are being optimized through these low-cost improvements, the second phase will develop signage and simple media efforts to promote the most walk-able and bike-able thoroughfares throughout the city. In addition, signage will be created to promote the patronage of markets and restaurants that sell substantial amounts of fresh fruits and vegetables along these thoroughfares. Businesses providing these items will be given the option of placing a highly visible fresh fruits and vegetables icon in their windows and on their websites. The third phase would provide social support to encourage citizens not only to take advantage of these improvements in walk-ability, bike-ability, and healthy food options, but also to advocate for further improvements by their use and patronage of promoted areas and businesses—in other words, to vote (quite literally) with their feet.

4. We have already identified high levels of both adolescent and adult obesity, and clear evidence of deficits in both physical activity and nutrition, we recognize the importance of improving access to, promotion of, and support for physical activity and nutrition. Our proposal would put us well on the way to achieving these goals.

