

MEMO

To: Town Council

From: Bruce Leland

Date: January 16, 2018

Re: HEAL Elite Status

In 2014 the Council adopted Resolution 2014-20 (attached), joining the HEAL Cities campaign. The resolution pledged the town to move forward in the three HEAL policy areas:

Active Community

Healthy Food

Workplace Wellness

Adopting the resolution put the Town in the Active category of HEAL municipalities. Adopting a resolution or taking action in each of the three policy area, plus two additional in any area, gains us recognition as an Elite municipality. Carbondale reached this status last year, and New Castle can reach it too.

I've listed below the accomplishments in each of the three areas which could be presented as evidence of New Castle's Elite status. I have talked with Julie George, the Director of the Heal Cities and Towns campaign, and she felt we were well on the way.

Active Living:

- 1) The town provided financial and logistic support for the construction of a bike trail system in the BLM land north of town. We expanded the three-mile Colorow trail to approximately 20 miles of biking/hiking trails. Construction was performed by New Castle Trails, the Roaring Fork Volunteers, and Colorado Youth Corps.
The 2018 budget contains a line item for trail maintenance and planning for additional trails reaching from New Castle to Canyon Creek
- 2) In 2017 the Town complete construction of Bear Dance Park with tennis courts, pickleball courts and a large playground. The park has had heavy use since it opened.
- 3) In the spring of 2018 the town will reduce the travel lanes on Main Street in order to place bicycle lanes on both sides of the street.
- 4) In 2016-7 New Castle Trails volunteers constructed a bicycle pump track in in town park. The Town permitted the use of the park land and provided funding.

Healthy Eating:

- 1) The River Center is an organization of volunteers which provides programs for underprivileged residents. The Town provides major funding for the River Center. One

- program is “Totes of Hope,” which supplies weekend food to local students who are eligible for free school lunches during the week.
- 2) In 2014 the town constructed a community garden on River Center property. The garden is maintained by the Town’s Garden Club. Half of the vegetables harvested from the garden are donated to the New Castle Lift-Up, a food bank which provides food to income-eligible families.
 - 3) The Town is the major sponsor of the annual community market, held for sixteen weeks from July through September. We have made arrangements allow eligible residents to use SNAP EBT cards to purchase food at the market. We also offer “Double Up Food Bucks” to encourage the purchase of healthy food.

Workplace Wellness:

- 1) Midland Fitness has begun an employee exercise program, meeting twice a week.
- 2) Addition work needs to be done on an employee wellness program:
 - a) Mike Edgar was working on this when he left. I’ve learned that he was basing it on Glenwood’s plan. At the center of Glenwood’s plan is an incentive program which rewards certain milestones with paid hours off.
 - b) We could invite employees to track miles hiked or biked.
 - c) Participate in Rec Center activities.
 - d) Participate in a race/walk like Hogback Hustle.
 - e) Establish an employee wellness committee to monitor.

I will write up full documentation of our activities for evaluation by HEAL, once we’ve strengthened the wellness part. And I’m willing to work with staff on a wellness plan if Council gives me the okay and some specific direction.