

City of Hesperia

STAFF REPORT



DATE: May 6, 2025

TO: Mayor and Council Members

FROM: Rachel Molina, City Manager

BY: Melinda Sayre, Deputy City Manager/City Clerk
Kelly Brady, Public Relations Analyst

SUBJECT: Reestablishing Healthy Hesperia

RECOMMENDED ACTION

It is recommended that the City Council provide direction to staff on opportunities to reestablish the previously adopted Healthy Hesperia initiative.

BACKGROUND

On March 18, 2025, Council Member Ochoa requested staff to explore ideas and opportunities to revive Healthy Hesperia.

In 2010, the Hesperia City Council established Healthy Hesperia, committing to improving residents' quality of life by developing programs and opportunities that support healthy, active lifestyles. An important component to the success of Healthy Hesperia was partnerships with other local agencies including County of San Bernardino, Hesperia Unified School District, Hesperia Recreation and Park District, numerous community-based organizations, and the business community.

ISSUES/ANALYSIS

Healthy communities are not just those that have a high health status but also those that purposefully seek to improve the health of residents by prioritizing healthy programs to the extent possible.

Healthy Hesperia hosted and/or supported a variety of health and fitness-related events, a community weight loss challenge, and educational classes and programs. Annually, Healthy Hesperia participated in the coordination of a community health fair / expo that featured: health care providers sharing information with attendees, demonstrations and presentations and fun, health-focused activities.

Active for many years, the Healthy Hesperia programming built upon its successes year after year, resulting in a variety of annual offerings a few years after beginning. The intent of the initiative was to bring the community together for the common goal of elevating our community's health.

CITY GOAL SUPPORTED BY THIS ITEM

Public Safety — Ensure public safety resources adequately protect our community.

FISCAL IMPACT

Fiscal Impact is dependent on the direction of the City Council. Generally speaking, costs associated with the re-launch of Healthy Hesperia can be estimated to be about \$5,000 annually.

ALTERNATIVE(S)

1. Provide alternative direction to staff.

ATTACHMENT(S)

None.