Date: November 7, 2019  
To: JLMBC  
From: Staff  
Subject: LIVEwell Program Update – September to October 2019

RECOMMENDATION
That the JLMBC receive and file the report regarding LIVEwell Program activities and updates for September to October 2019.

DISCUSSION

A. Engagement and Activities Update

(1) Communications

As previously reported to the Committee at its September 5, 2019 meeting, staff launched a September introductory enrollment drive to raise awareness and drive enrollment higher on the new wellness online member portal, LIVEwell.la. The drive was launched via a Citywide email on September 18 (Attachment A) which featured a wellness program gift and eligibility for a random gift card drawing for all LAwell Program members who enrolled by September 30. A day after the email was released, user registrations increased by 29% from 651 to 837. Additional information on the results of the introductory enrollment drive is provided on pages 5 to 6 of this report.

On October 2, Employee Benefits Division (EBD) staff released the October 2019 monthly LIVEwell Program newsletter (Attachment B) via Citywide email. The email focused on highlighting activities within the LIVEwell.la member portal such as healthy eating and maintaining a bedtime routine that employees could complete to earn points towards rewards. The email also promoted the October flu shot clinics schedule and included a member testimonial of the versatility and convenience of LIVEwell.la in helping the member achieve wellness-related goals. This member testimonial will be a continuing feature in the monthly newsletter moving forward.
(2) Regular Events: Education Classes, Clinics, and Webinars

Education Classes
In September, staff coordinated Cooking Demonstrations at nine City locations. The cooking demonstration entitled, “Beyond the Sandwich: Quick & Delicious Lunch Ideas To Go,” provided recipes and information on how to prepare a quick and healthy lunch for individuals who are mostly “on the go” and may not have time to prepare a lunch ahead of time (Attachment C). Staff advertised the classes through targeted email announcements at each individual building location (Attachment D). A total of 313 employees attended the classes. The chart to the right indicates the distribution of attendees by location.

Clinics
In October, staff coordinated the LIVEwell Program’s third annual flu shot clinics at 11 City locations. Staff advertised each clinic through targeted email announcements at each individual building location (Attachment E). The flu shot clinics were attended by a total of 853 employees. The chart to the right indicates the distribution of attendees by location.

Attendance of the annual flu shot clinics over the last three years is as follows:

- 2017 – 454 total participants
- 2018 – 776 total participants
- 2019 – 853 total participants

Webinars
In September, staff coordinated a Nutrition for Children webinar which provided information to employees on recognizing the importance of a balanced nutrition for children; strategies on increasing superfood choices in kids’ meals; the road blocks that impact children’s diets; emotional eating and developing a healthy mindset; and food recipes for kids. The webinar was attended by three employees. Staff is currently reviewing and evaluating the attendance of the webinars held in 2019 to determine the value of continuing them and alternative options for providing the same
information in a more efficient manner such as via short video clips that could be housed on LIVEwell.la.

(3) Special Events

LIVEwell Local
As previously reported to the Committee at its September 5, 2019 meeting, staff presented a comprehensive LIVEwell.la Communications and Engagement Plan for increasing enrollment on the new online member portal, LIVEwell.la. As part of that strategy, EBD staff and onsite engagement specialists from the City’s wellness services third-party administrator, Limeade, participated in seven LIVEwell local events focused on promoting and registering employees on LIVEwell.la. As an incentive to enroll, staff provided a wellness program gift – a picnic blanket to every employee that registered their account on LIVEwell.la. This technique has proven to be extremely successful as employees receiving the gift will spread the word to their coworkers who subsequently register their account and then visit EBD to receive their picnic blanket. Staff utilized this technique at the LIVEwell local events and achieved notable success in registering employees on LIVEwell.la as follows:

- On September 11, staff attended the day and evening sessions of the Los Angeles World Airports (LAWA) Employee Appreciation and Health Fair and engaged with 200 LAWA employees. Staff distributed 120 picnic blankets to employees previously and newly registering their accounts on LIVEwell.la. Subsequently, total LIVEwell.la user registrations increased by 16%.

- On September 25, staff participated at the Zoo Department’s all staff meeting. The meeting was attended by 150 Zoo employees. Staff presented information about the City’s wellness program and promoted LIVEwell.la. Staff distributed 40 picnic blankets at this event. The event was very successful and the Zoo invited staff to return on October 30 for an additional tabling session to promote LIVEwell.la and register more employees on the new portal. Subsequently, total LIVEwell.la user registrations increased by 3%.
• On September 26, staff participated in the Department of Recreation and Parks’ new employee orientation along with representatives from the LAwell Benefits Program (LAwell Program), COMMUTEwell Program, and Deferred Compensation Plan. Staff provided new employees an overview of the LIVEwell Program and promoted LIVEwell.la. A total of 65 employees attended the orientation. Subsequently, total LIVEwell.la user registrations increased by 1.7%.

• On October 9, staff hosted a table at the Harbor Department to provide information on the LIVEwell Program and register employees on LIVEwell.la. Staff spoke with 100 employees, and distributed 80 picnic blankets. Subsequently, total LIVEwell.la user registrations increased by 4%.

• On October 16, staff participated in the Personnel Department’s “Day One” new employee orientation along with representatives from the Deferred Compensation Plan. Staff coordinated a healthy cooking demonstration for 80 new and returning Personnel Department employees and registered employees on LIVEwell.la. Subsequently, total LIVEwell.la user registrations increased by 3%.

• On October 24, the EBD staffed a table at the City Employee Appreciation Luncheon hosted by Councilmember David Ryu. Staff provided information on the LIVEwell Program and registered employees on LIVEwell.la. Staff spoke with 80 employees, and distributed over 60 picnic blankets. Subsequently, total LIVEwell.la user registrations increased by 3%.

• In October 2019, staff partnered with LAwell Program staff within EBD to host a table at all Open Enrollment Benefits Onsite events. Staff from the LAwell and LIVEwell Programs visited employees at various City departments and jointly provided information on LAwell benefits and the LIVEwell Program, including registering employees on LIVEwell.la.

Joint Los Angeles City/County Family Fitness Event (Rock ‘n’ Stroll)

On September 21, staff participated in the Joint Los Angeles City/County Family Fitness Event (Rock ‘n’ Stroll) at Griffith Park. A total of 238 City employees and their families and friends attended the event.

The four-hour event was introduced by JLMBC member Matthew Rudnick and LA County CEO Sachi Hamai, who welcomed participants to the event. Event activities supported the LIVEwell Program
building blocks of prevention, physical activity, nutrition, and stress management. The event featured exercise-themed activities that included a 5K Fun Run led by City staff, a silent disco walk, a four-mile fitness hike, and a dancing and stretching session. Other event features included chair massages, flu shots, nutrition tips, raffle prizes, and a kids’ activity zone. Attendees enthusiastically participated in each of the events.

(4) Engagement Results

In fiscal year 2018-19, total member engagements totaled nearly 11,000 exceeding the annual fiscal year goal by 182.9%. In fiscal year 2019-20, staff has set goal of 10,000 total member engagements which represents an increase of about 67% from last fiscal year’s goal. As of October 28, 2019, total fiscal year 2019-20 member engagements is 3,152, which is on pace to meet the current fiscal year 2019-20 goal.

(5) 2020 LIVEwell Program Strategic Plan

As previously reported to the Committee at its September 5, 2019 meeting, staff will present the results of the 2019 annual employee wellness survey to the Wellness Subcommittee prior to the full Committee. In addition, staff is utilizing the results of the 2019 annual survey to inform and assist in the development of the 2020 LIVEwell Program strategic plan. Staff will present the 2020 LIVEwell Program strategic plan in conjunction with the 2019 annual employee wellness survey results at the Wellness Subcommittee meeting which is anticipated to be scheduled in December.

B. Wellness Online Member Portal LIVEwell.la User Registrations Update

As previously reported, staff and the City’s onsite engagement specialists from Limeade developed and implemented a LIVEwell.la Member Communications and Engagement Plan (Attachment F) for the balance of calendar year 2019. This plan involves a mixture of various communication channels and outreach activities and emphasizes the value of LIVEwell.la to employees (i.e., What’s in it for me?). Staff was very active staffing tables through LIVEwell Local at various events, classes, and clinics throughout the City in September and October 2019. Staff also utilized the picnic blanket incentive to encourage employees to register their account on LIVEwell.la. This technique proved to be remarkably successful as demonstrated in the chart above. As of October 28, 2019, the total number of user registrations on LIVEwell.la is 1,551 which represents: 1) a 267% increase from staff’s last
update on user registrations as of August 27; and 2) six percent of eligible City employees. Staff is encouraged by the initial results of the LIVEwell.la Member Communications and Engagement Plan which has been very effective in driving user registrations higher. Staff expects the number of user registrations will continue to grow at an increased rate due to staff’s strong grassroots efforts in promoting the LIVEwell.la platform through various LIVEwell Program activities and events.

Growing LIVEwell.la as a central hub for wellness activities, events, and engagement will be the permanent and ongoing mission for EBD staff and Limeade’s onsite engagement specialists. As such, staff in consultation with Limeade, has developed the attached fiscal year 2019-20 goals and strategies for measuring member engagement and utilization of LIVEwell.la (Attachment G). Staff will report to the Committee on the status of each of these metrics in the monthly wellness report.

Submitted by: ________________________________
Leo Reyes, Senior Personnel Analyst I

Submitted by: ________________________________
Jenny M. Yau, Senior Personnel Analyst II

Approved by: ________________________________
Steven Montagna, Chief Personnel Analyst
What’s Happening in Wellness
September 2019

Earn Your Bragging Rights & Rewards at
LIVEwell.la!

LIVEwell.la is a powerful new online wellness tool created by the City of Los Angeles for civilian employee members of the LAwell Program. Use it to personalize your health goals and activities, either on your own or supported by co-workers. Join in and join the fun!

At LIVEwell.la, you can:
• join challenges with coworkers
• work on nutrition, sleep, weight loss, or other personal health goals
• earn badges and prizes at four reward levels
• cheer on your peers and keep informed of wellness events via the community feed!

Visit LIVEwell.la on your browser, or download the Limeade app on your smartphone and use code COFLA.

All employees who previously registered or who register by Sept. 30 will receive a free gift and be entered into a GIFT CARD PRIZE DRAWING!

Upcoming Wellness Events
For more information and a complete schedule, click here.

• September 18 – Cooking Demo – Media Tech Center – 12:00pm
• September 24 – Cooking Demo – Hyperion – 11:30am
• September 26 – Cooking Demo – Braude – 12:00pm
• September 21 – Joint City-County Rock ‘n’ Stroll in Griffith Park – 8am-12pm
  • Earn 100 points on LIVEwell.la for attending!
Have you taken your WellCheck? The WellCheck questionnaire - which is confidential and not shared with the City of LA - will help you understand more about yourself so you can explore different ways to improve your health and well-being. In about 10 minutes, you’ll get tailored recommendations just for you.

Turn over a new leaf with LIVEwell.la!

- Head to the Community Feed today and find a recipe for a Pumpkin Pie Smoothie!
- Visit LIVEwell.la on your browser, or download the Limeade app on your smartphone and use code COFLA.

Upcoming Wellness Events

**Pop-up Flu Shot Clinics**

**Status:** 37 sites and over 4,000 shots

- All LAwell benefits members are eligible for a free flu shot, regardless of health plan. However, Kaiser Permanente sponsors the flu shot clinics, and a Kaiser account must be created to sign up.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Time</th>
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<tbody>
<tr>
<td>10/2</td>
<td>Media Tech Center, 11am-2pm</td>
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<tr>
<td>10/3</td>
<td>City Hall East, 11am-2pm and 4-7pm</td>
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<tr>
<td>10/8</td>
<td>Public Works, 11am-2pm</td>
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<tr>
<td>10/9</td>
<td>Garland, 11am-2pm</td>
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<tr>
<td>10/10</td>
<td>Central Library, 11am-2pm</td>
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<tr>
<td>10/15</td>
<td>LAWA Skyview, 11am-2pm</td>
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<tr>
<td>10/16</td>
<td>Fig Plaza, 11am-2pm</td>
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<tr>
<td>10/22</td>
<td>Hyperion, 11am-2pm</td>
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<tr>
<td>10/23</td>
<td>LAWA Admin West, 11am-2pm</td>
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</table>

Get a flu shot ANYWHERE in October, not just at one of the clinics above, and receive 50 points on LIVEwell.la. Find the activity “The Flu – Give It Your Best Shot” in the section “Self Care.”

For more information and a complete schedule, click here.

Sugar…The Spooky Truth!

Did you know that one serving of Reese’s Peanut Butter Cups has 22 grams of sugar? The American Heart Association (AHA) recommends no more than 6 teaspoons (25 grams) of added sugar per day for women and 9 teaspoons (38 grams) for men. Track how much sugar you’re eating and learn ways to “Give Sugar the Boot” on LIVEwell.la.

LIVEwell.la Member Feature: Madeleine Flanagan, LAWA

“As an employee who is constantly on the go as many others in the City, I don’t always have the luxury of participating in hour-long classes or wellness events. The LIVEwell.la site affords me the opportunity of addressing my wellness by participating in small challenges which I can fit throughout my day or during my downtime. The phone app also helps in keeping me engaged when I am not at work or in front of a computer. I think LIVEwell.la is a great approach at addressing such a large number of employees and giving them a sense of community while addressing their wellness needs.”

Interested in sharing your success with LIVEwell.la? Email us at livewell@lacity.org with a photo and you may be featured in our next newsletter!

• Our online center has hundreds of activities to help you meet your personal wellness goals.
• Log on and try “Fill Half Your Plate with Vegetables and Fruit,” “Perform Random Acts of Kindness,” or “Maintain a Bedtime Routine.”
• Join a team with your coworkers for the “Wall Sits Challenge” and collectively log 1,000 minutes of sitting against the wall for 100 points!

Visit LIVEwell.la on your browser, or download the Limeade app on your smartphone and use code COFLA.

Thanks for Rocking and Strolling with us!

The Personnel Department’s volunteers would like to thank City employees and their families who turned out for the joint LA City–County Rock ‘n’ Stroll fitness event at Griffith Park on 9/21! The event featured exercise-themed activities including a 5k fun run, silent disco walk, fitness hike, and dancing and stretching. It also included other wellness activities such as chair massages, flu shots, and nutrition tips. Young children were able to play in a kids’ activity zone. If you missed it, come join us next year!
JICAMA MANGO SALSA

ingredients
- 1 naval orange
- 1 ripe mango
- 6 sticks jicama
- Handful of cilantro, washed
- Juice of 1 lime
- Pinch of cayenne (optional)

directions
1. Peel and dice the orange and mango into 1/4" cubes and place in a medium sized bowl
2. Dice the jicama and add to the bowl
3. Chop the cilantro and add to the bowl
4. Add the lime juice and cayenne (if using) and stir gently to combine

PREPARATION: 25 MIN  
COOKING: 0 MIN  
READY IN: 25 MIN

Note: Can be made a day in advance and stored in the refrigerator for 1-2 days

AVOCADO CILANTRO DRESSING

ingredients
- 1/2 avocado
- 1/4 cup cilantro
- Juice of 1 large orange
- 1 clove garlic (or 1 tablespoon grated ginger)
- 1/4 teaspoon salt

directions
1. Cut orange in half and squeeze juice into blender
2. Add the avocado, cilantro, garlic and salt
3. Blend until smooth
4. Serve on your favorite salad

PREPARATION: 10 MIN  
COOKING: 0 MIN  
READY IN: 10 MIN

Note: Can be made a day in advance and stored in the refrigerator for 2 days in a covered container.
Beyond the Sandwich: Quick & Delicious Lunch Ideas To Go

You want to eat healthy, but you don't have time and you're not a master chef. Well, come discover the healthy alternatives to fast food! Learn how to easily mix and match simple ingredients to build a quick, delicious, and healthy meal.

City Hall East, Controller’s Room 351
Tuesday, September 10, 2019
12:00 p.m. – 1:00 p.m.

All participants will receive an apple slicer!

Invite a co-worker!
All Anthem and Kaiser members are eligible.
Giveaways available while supplies last.
Protect yourself and others.
Sign up for a convenient, on-site appointment to get your **free flu shot**.

*Space is limited so sign up today!*

**Location:** LACERS – Ken Spiker Board Room  
**Date:** Wednesday, October 9, 2019  
**Time:** 11:00 a.m. – 2:00 p.m.

Click here to register: kp.org/wellnessevent  
New users enter signup code: LIVEwell

All Anthem and Kaiser members are eligible.  
**Walk-ins also welcome.**  
**Participants will need to show their City ID.**
<table>
<thead>
<tr>
<th>MONTH</th>
<th>ACTIVITY</th>
<th>DATE</th>
<th>DELIVERY METHOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Announcement Mailer</td>
<td>7/22/19</td>
<td>4-page pamphlet mailed to employee home address</td>
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<tr>
<td>August</td>
<td>Announcement Email</td>
<td>8/1/19</td>
<td>Citywide email</td>
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<td>August</td>
<td>Aging Well Class (10 locations)</td>
<td>August 2019</td>
<td>5 minute prize demonstration</td>
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<tr>
<td>August</td>
<td>Joint LACERS/Deferred Compensation Financial Wellness Class</td>
<td>8/3/19</td>
<td>Information table and giveaways</td>
</tr>
<tr>
<td>August</td>
<td>LIVEWell Information Table – Port of LA, Personnel Department</td>
<td>August 2019</td>
<td>Information table and giveaways</td>
</tr>
<tr>
<td>August</td>
<td>New Hire Orientation – Police Department</td>
<td>8/22/19</td>
<td>Pamphlets and giveaways for distribution</td>
</tr>
<tr>
<td>September</td>
<td>Cooking Demonstrations (9 locations)</td>
<td>September 2019</td>
<td>5 minute prize demonstration, custom activity within LIVEWell.la</td>
</tr>
<tr>
<td>September</td>
<td>LIVEWell Information Table – Marvin Braude Building, Port of LA</td>
<td>September 2019</td>
<td>Information table and giveaways</td>
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<tr>
<td>September</td>
<td>Staff Meeting – Los Angeles World Airports (LAWA)</td>
<td>September 2019</td>
<td>LIVEWell.la and prize demonstration</td>
</tr>
<tr>
<td>September</td>
<td>Webinar – Nutrition for Children</td>
<td>9/4/19</td>
<td>5 minute LIVEWell.la promotion and activity demonstration</td>
</tr>
<tr>
<td>September</td>
<td>Second Citywide Email Announcement</td>
<td>On or around 9/10/19</td>
<td>Citywide Email</td>
</tr>
<tr>
<td>September</td>
<td>Joint LA City-LA County Rock N’ Stroll Wellness Festival in Griffith Park</td>
<td>9/20/19</td>
<td>Information table, LIVEWell.la demonstrations, giveaways, custom activity within LIVEWell.la</td>
</tr>
<tr>
<td>September</td>
<td>LAW A Employee Appreciation Fair</td>
<td>Last week of September</td>
<td>Information table, LIVEWell.la demonstration, giveaways</td>
</tr>
<tr>
<td>October</td>
<td>Onsite Flu Shot Clinics (9 locations)</td>
<td>October 2019</td>
<td>Information table, giveaways, custom activity within LIVEWell.la to boost immunity</td>
</tr>
<tr>
<td>October</td>
<td>Webinar – Dental Hygiene</td>
<td>10/2/19</td>
<td>5 minute LIVEWell.la promotion and activity demonstration</td>
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<tr>
<td>October</td>
<td>Open Enrollment Events</td>
<td>October 2019</td>
<td>Attend Open Enrollment events to promote LIVEWell.la via webinars and seminars</td>
</tr>
<tr>
<td>November</td>
<td>Citywide posters with new poster featuring festive end-of-year activities</td>
<td>November 2019</td>
<td>Posters displayed in high-traffic City locations</td>
</tr>
<tr>
<td>November</td>
<td>Onsite Biometric Screenings (10 dates)</td>
<td>November 2019</td>
<td>Information table and giveaways, promote Wellcheck questionnaire in LIVEWell.la</td>
</tr>
<tr>
<td>November</td>
<td>Webinar – Easy Ways to Eat Right and Stay Healthy</td>
<td>11/6/19</td>
<td>5 minute platform promotion and activity demonstration</td>
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<tr>
<td>November</td>
<td>LIVEWell Information Table – Personnel Department, Employee Benefits Division</td>
<td>11/14/19 (World Diabetes Day)</td>
<td>Information on diabetes and activity demonstrations within LIVEWell.la that help support healthy blood sugar</td>
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<tr>
<td>December</td>
<td>Onsite Yoga Classes – (7 Locations)</td>
<td>December 2019</td>
<td>5 minute LIVEWell.la promotion and activity demonstration</td>
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<tr>
<td>November</td>
<td>Webinar – Mindful Meditation</td>
<td>12/4/2019</td>
<td>5 minute LIVeWell.la promotion and activity demonstration</td>
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<tr>
<td>November</td>
<td>LIVeWell Information Table – Personnel Department, Employee Benefits Division</td>
<td>12/11/2019</td>
<td>Information on staying healthy during the holidays and LIVeWell.la activities for a health holiday season</td>
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<tr>
<td>December</td>
<td>Citywide Email Reminder – Conclusion of 2019 LIVeWell.la Inspiration Program</td>
<td>Mid-December 2019</td>
<td>Citywide Email</td>
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<tr>
<td>MONTH</td>
<td>ACTIVITY</td>
<td>DATE</td>
<td>DELIVERY METHOD</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Leader and manager supported communications (Union, Council, GMs, etc.)</td>
<td>Ongoing</td>
<td>Email, department meetings, staff meetings</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Employee Resource/ Affinity Groups</td>
<td>Ongoing</td>
<td>Partner with existing groups to promote LIVeWell.la and wellness resources</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>LIVeWell.la Department Posters</td>
<td>Ongoing</td>
<td>Posters displayed in high-traffic City locations</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Monthly Wellness Newsletter</td>
<td>Ongoing</td>
<td>Citywide Email</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Thank you emails to attendees of classes and webinars</td>
<td>Ongoing</td>
<td>Email highlighting related wellness activity in LIVeWell.la to tie back to class/webinar topic</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>New Hire Employee Orientations</td>
<td>Ongoing</td>
<td>5 minute LIVeWell.la demonstration and giveaways</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Department meetings and staff meetings at various City locations</td>
<td>Ongoing</td>
<td>5 minute LIVeWell.la demonstration and giveaways</td>
</tr>
<tr>
<td>Sept-Dec</td>
<td>Information tables/activity stations at various City locations</td>
<td>Ongoing</td>
<td>Information tables and giveaways, themed for awareness months, holidays, etc.</td>
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<tr>
<td>Oct-Dec</td>
<td>LIVeWell.la-specific Webinars</td>
<td>Ongoing</td>
<td>Opt-in webinar for LIVeWell.la registration, features, and activities</td>
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<tr>
<td>Oct-Dec</td>
<td>Custom/Featured Activities in LIVeWell.la</td>
<td>Ongoing</td>
<td>Custom and featured activities in LIVeWell.la depending on Citywide events and needs as they arise</td>
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## Fiscal Year 2019-20 Goals & Strategies

<table>
<thead>
<tr>
<th>Category</th>
<th>Metric</th>
<th>Goal</th>
<th>Strategies</th>
<th>Status</th>
</tr>
</thead>
</table>
| **Participation:** LIVEwell.la member engagement | LIVEwell.la user registrations | • Achieve 10% of eligible population registering on LIVEwell.la | • Incentives for registration – gift card drawing, free gift for all new registered users  
• LIVEwell monthly newsletter feature  
• Tabling at LIVEwell events (clinics, classes, webinars, festivals, department meetings, new hire orientations)  
• Citywide email, department intranet posting, City departments poster blitz | As of 10/28/19: 1,551 registered users (6% of eligible population)  
Goal on pace to be reached |
| **Participation:** LIVEwell.la member utilization | LIVEwell.la WellCheck questionnaire completion | • Achieve 50% of registered users completing LIVEwell.la WellCheck questionnaire | • Incentives for completing WellCheck questionnaire – gift card/prize drawing, free gift, points incentive on LIVEwell.la  
• Targeted LIVEwell.la emails and reminders  
• LIVEwell.la member engagement campaign | As of 10/28/19: 516 registered users have completed the WellCheck questionnaire (33% of registered users)  
Goal on pace to be reached |
| **Participation:** LIVEwell.la member utilization | LIVEwell.la activity participation | • Achieve 65% of registered users participating in a LIVEwell.la activity | • Implement featured activity strategy for remainder of fiscal year including first Citywide challenge on LIVEwell.la  
• Extra points incentive for completing first activity  
• Targeted LIVEwell.la emails and reminders  
• LIVEwell.la member engagement campaign | As of 10/28/19: 852 registered users have participated in a LIVEwell.la activity (55% of registered users)  
Goal on pace to be reached |