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HPC Director of Health Assessment and Urban Planning,  
Valerie Feinberg, Appointed to Mayor's Council on  
Fitness and Well-Being  
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On July 23, 2010, Valerie Feinberg was appointed to the Mayor's Council on Fitness and Well-Being. She will be serving a three year term that will expire on September 30, 2013.

The Mayor's Council on Fitness and Well-Being is dedicated to improving the health and well-being of all residents by the promotion of lifelong physical activity and healthy lifestyles through education, promotion, programs, resources, materials and events. The Mayor's Council on Fitness and Well-Being seeks to help people understand the benefits of physical activity and provide opportunities for all citizens to participate in safe and effective exercise.

Valerie Feinberg is a certified urban planner through the American Institute of Certified Planners. She has over 18 years of experience in public, private and non-profit sectors with diverse background in urban planning and project management. Currently, she is Director of Health Assessment and Urban Planning for the Health Planning Council (HPC). In 2010, the HPC strategically merged the disciplines of Public Health and Urban Planning to respond to the growing need to address a better and more equitable balance between public health and community planning. Her areas of expertise include: integrating comprehensive health services needs and health impact assessments; bridging the gap between health and the built environment through the evaluation of planning processes, policies and actions; research and evaluation of relevant issues; extensive data analysis; land use analysis; and site due diligence; asset mapping, and program support and evaluation; and facilitating positive community outcomes through partnerships, efficient use of resources, and leveraging economic assets.

Valerie received a Bachelor of Fine Arts from Texas Tech University and a Masters of City and Regional Planning from the University of Texas at Arlington. She is past President of San Macro Preservation Society and JaxPride, A Coalition for Visual Enhancement. She serves on Jacksonville Healthy Kids, Healthy Jax Obesity Coalition. She has two sons, 11 and 12 years old, and is an active member of their school PTA.