



## BLUE ZONES PROGRAM OVERVIEW, UPDATE, AND CONSIDERATION OF CITY SPONSORSHIP

### Community & Economic Development

City Council  
December 12, 2023

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# BLUE ZONES

### WHO WE ARE

Blue Zones brings over 20 years of research, exploration, and solutions from the world's most extraordinary cultures—the blue zones—where people have lived better and longer than anyone else on the planet.

### OUR PURPOSE

To empower everyone, everywhere to live better, longer.

### OUR PROMISE

More good years.




Partnered with and trusted by leading organizations:















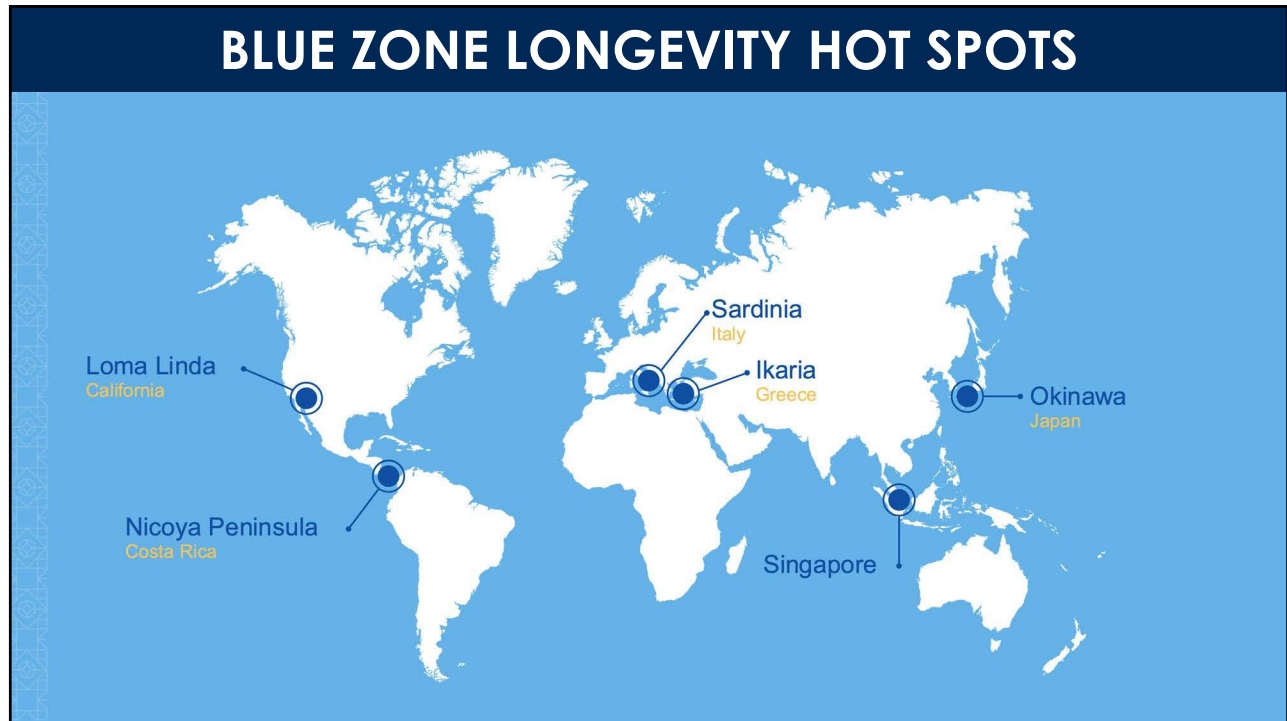






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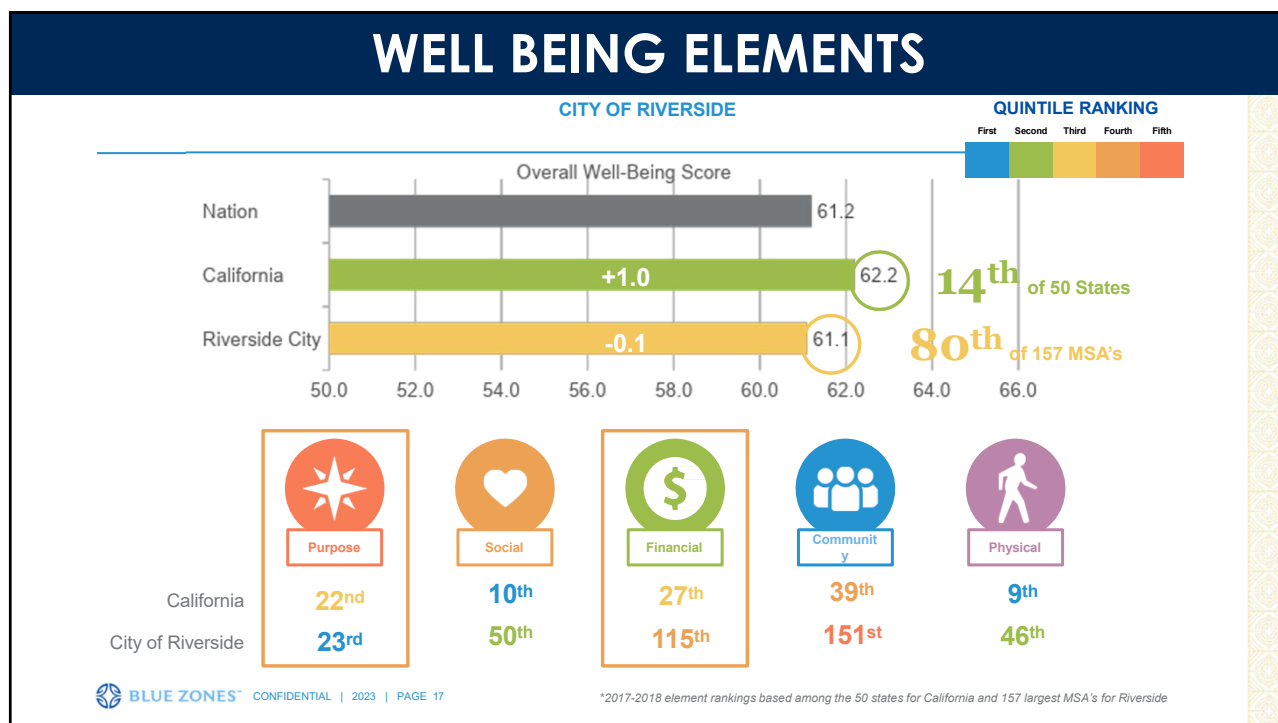
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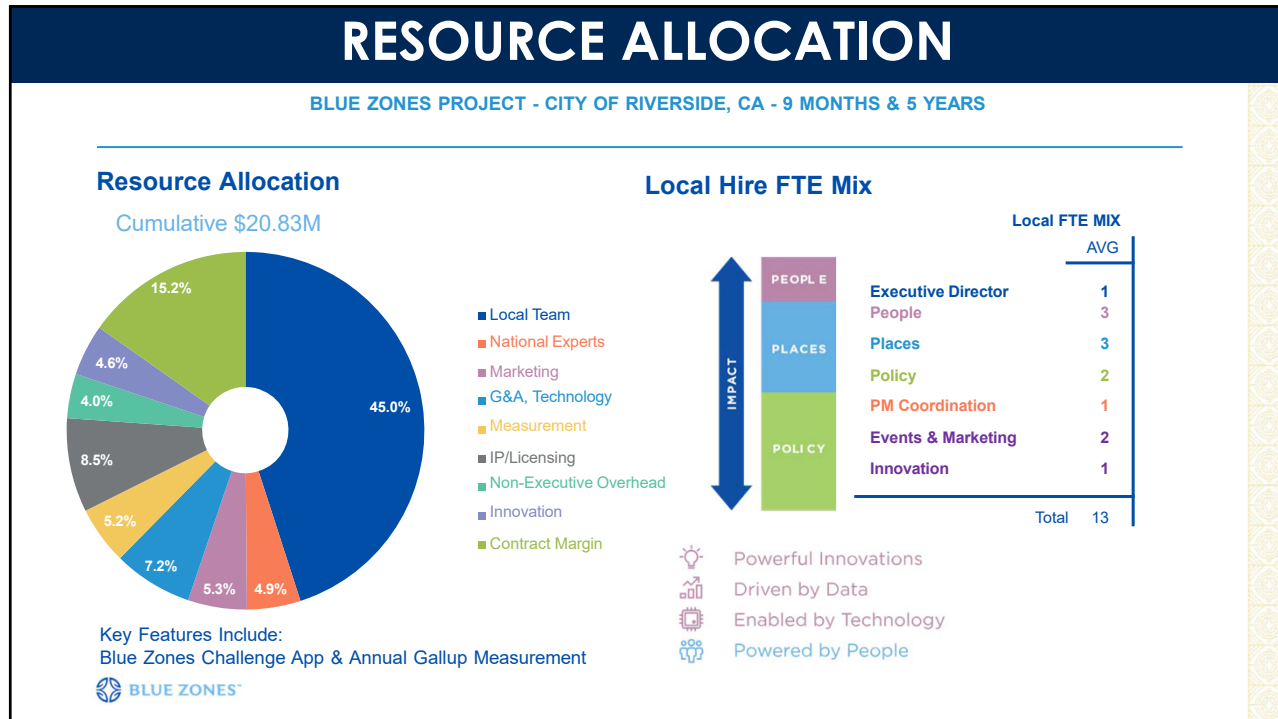
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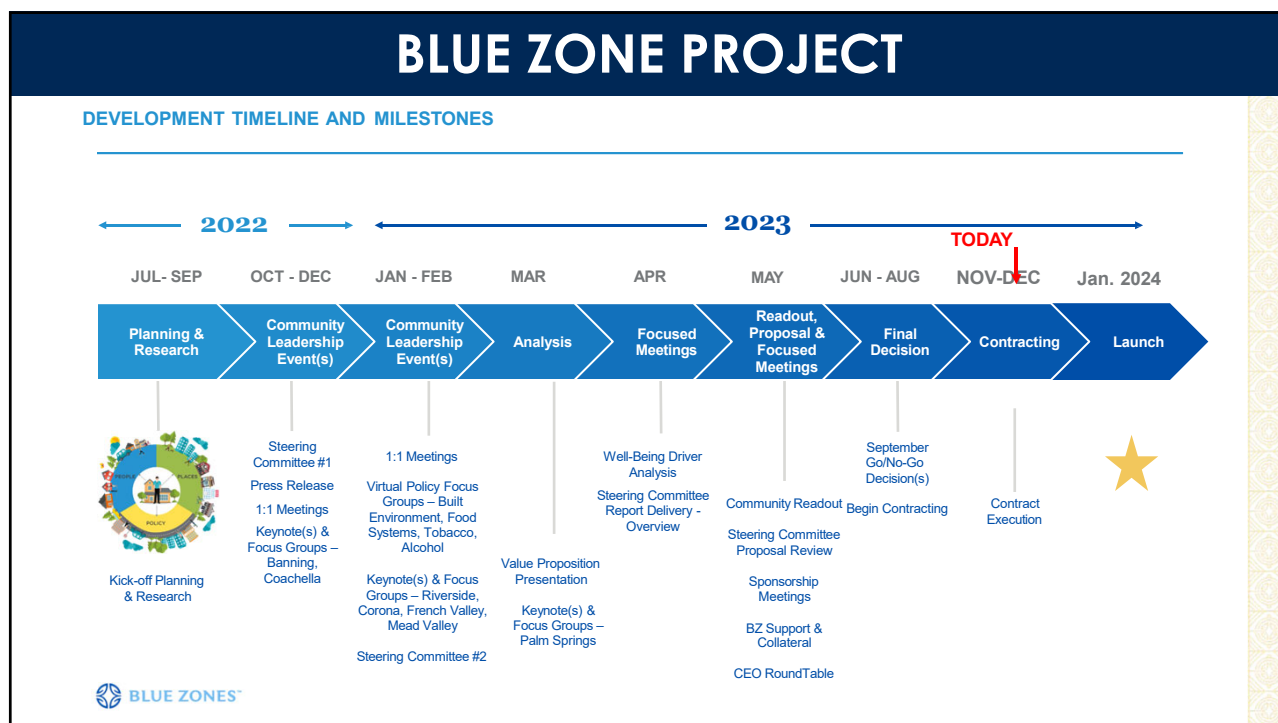
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## STRATEGIC PLAN ALIGNMENT

### Strategic Priority No. 2—Community Well-Being

**Goal 2.2:** Strengthening neighborhood identities and improving community health and the physical environment through amenities and programs that foster an increased senses of community and enhanced feelings of pride and belonging citywide

### Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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## RECOMMENDATIONS

Receive a Blue Zone overview and update;

Recommend the City sponsor a portion of the Blue Zones program cost in the amount of \$208,300 or 1% of the total Blue Zones program costs, in order to activate a third party approved 50% matching grant valued at \$10,400,000; contingent on the remaining Blue Zones program costs being fully fundraised and committed; and

Direct staff to draft a Resolution supporting the City of Riverside Blue Zone project and return to Council for adoption.



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## REFERENCE SLIDES



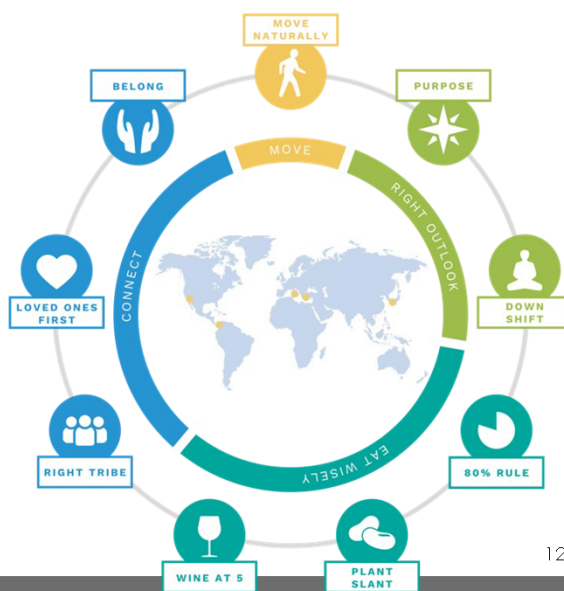
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### Power 9<sup>®</sup>

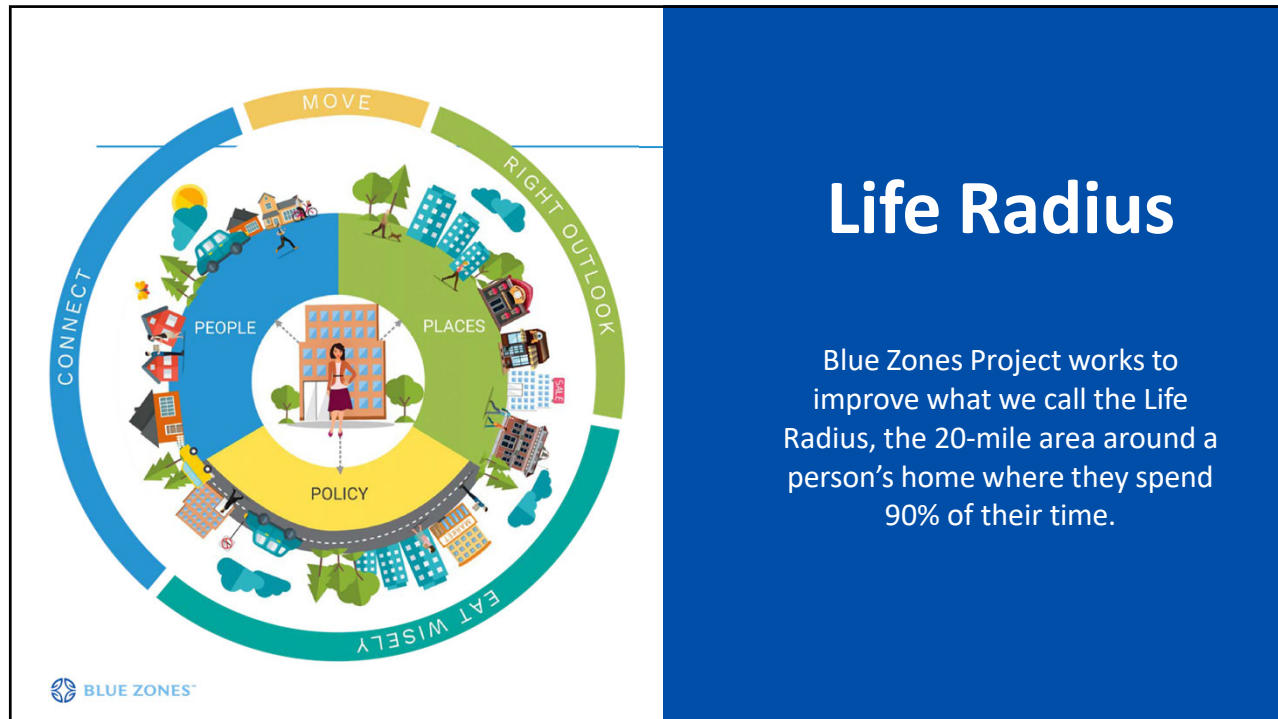
Lifestyles of all blue zones centenarians shared  
NINE COMMONALITIES  
We call these characteristics the Power 9.



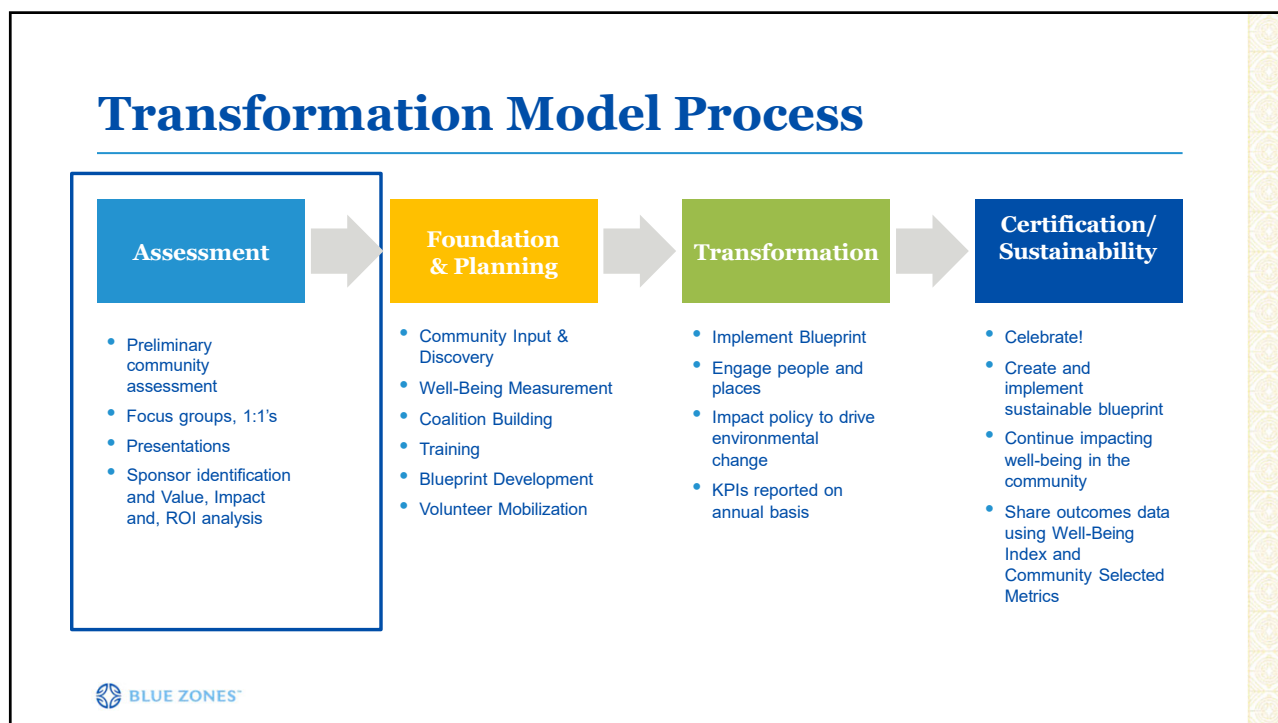
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## Foundation Period

Foundation

- |   |  |
|---|--|
| ✓ Hiring and Training of the Core Team              | ✓ PR Media and Marketing/ Engagement Outreach                  |
| ✓ Establishment of Committee Structure and Training | ✓ Web and Social Media Engagement with Tools                   |
| ✓ Establishment of Volunteer Base and Training      | ✓ Community Engagement Events                                  |
| ✓ Global Expert Summits                             | ✓ Master Blueprint: All Sectors & Marquee Projects Detail      |
| ✓ Gallup Community Oversample: Baseline             | ✓ Central Team Implementation and Project Management Oversight |
| ✓ Baseline Metrics and Annual Targets - Dashboard   |  |



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## Blue Zones Certification Criteria

Awareness & Engagement of leadership, citizens and organizations

Improvement in Key Components and/or Overall Well-Being

Reduction in Population Health and Well-Being Risks

Evidence of change deployed to people, places and policy

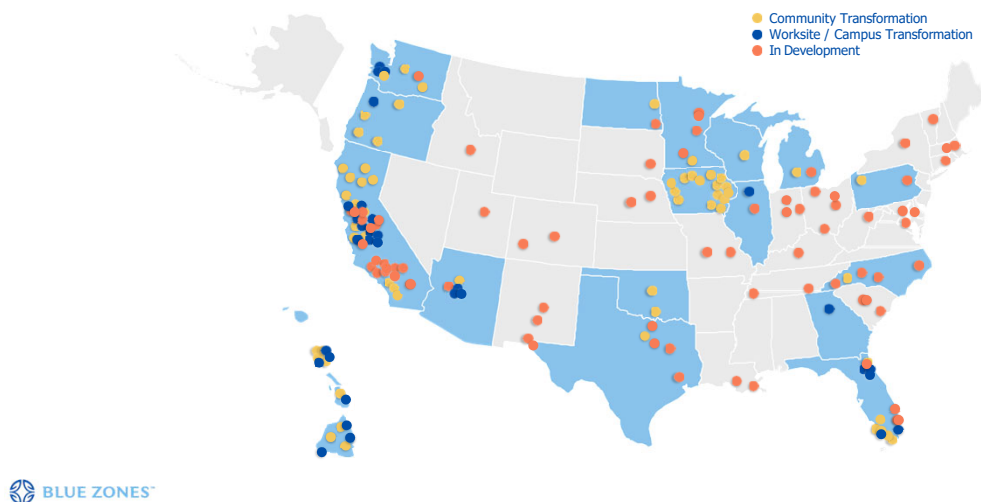
Improvement in key community self-reported metrics

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## BLUE ZONES TRANSFORMATIONS

BLUE ZONES HAS DEPLOYED TO 6.5M+ LIVES IN OVER 90 TRANSFORMATION PROJECTS ACROSS 17 STATES OVER THE COURSE OF 13 YEARS TO IMPROVE HEALTH AND WELL-BEING



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### Measurable Results



#### Small Community Albert Lea, Minnesota 13 Years

- 49% decrease in medical claims cost for city workers.
- 2.9 years added to life spans within one year of participating in the Blue Zones Project.
- 48% increase in tourism since 2012.
- Jump to 34<sup>th</sup> place in Minnesota County Health Rankings (previously 68 out of 87 counties)

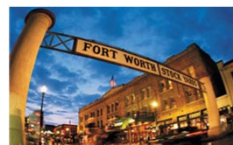
**\$40M**  
Follow-On Grants



#### Mid-Size Community Beach Cities, California 10 Years

- 55% drop in childhood obesity rates at Redondo Beach K-5 schools.
- 15% drop in overweight/obese adults.
- 10% increase in exercise.
- 17% drop in smoking.
- 12% rise in Life Evaluation.
- \$72M in medical cost and lost productivity savings.

**+12%**  
Life Evaluation



#### Large Community Fort Worth, Texas 8 Years

- 31% decrease in smoking, reducing smoking rate to 13.5%
- Nine-point increase in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, a gain of 3.7 points or 6% since 2014.

**\$20B**  
Lifetime Reduced  
Smoking Value



#### Large Employer NCH Healthcare System 6 Years

- A 4.9 point jump in overall well-being among employees.
- 54% decrease in healthcare expenditures over six years.
- \$27 million reduction in self-insured medical claims.
- Nearly 60% of all employees pledged participation.
- 40% decline in lost workdays due to injury.

**+7%**  
Well-Being  
Improvement

**> 5% Sustained Improvement in Well-Being**

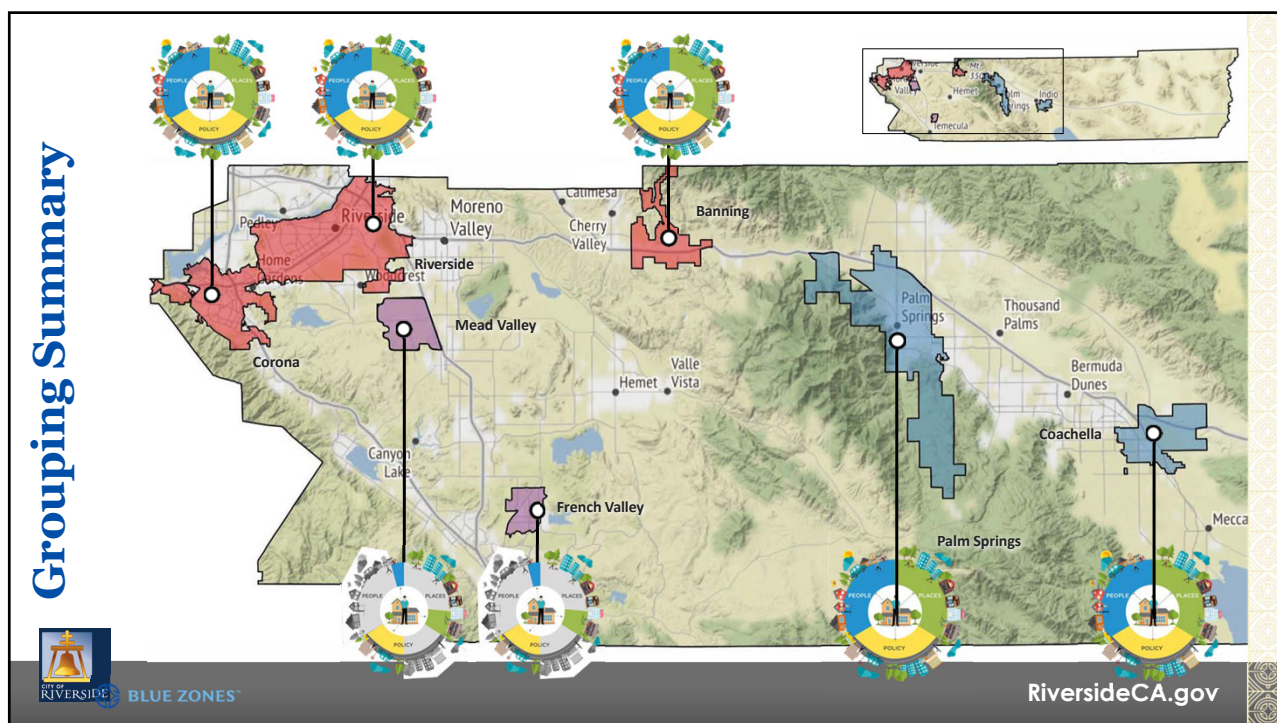
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## Blue Zones Sponsors



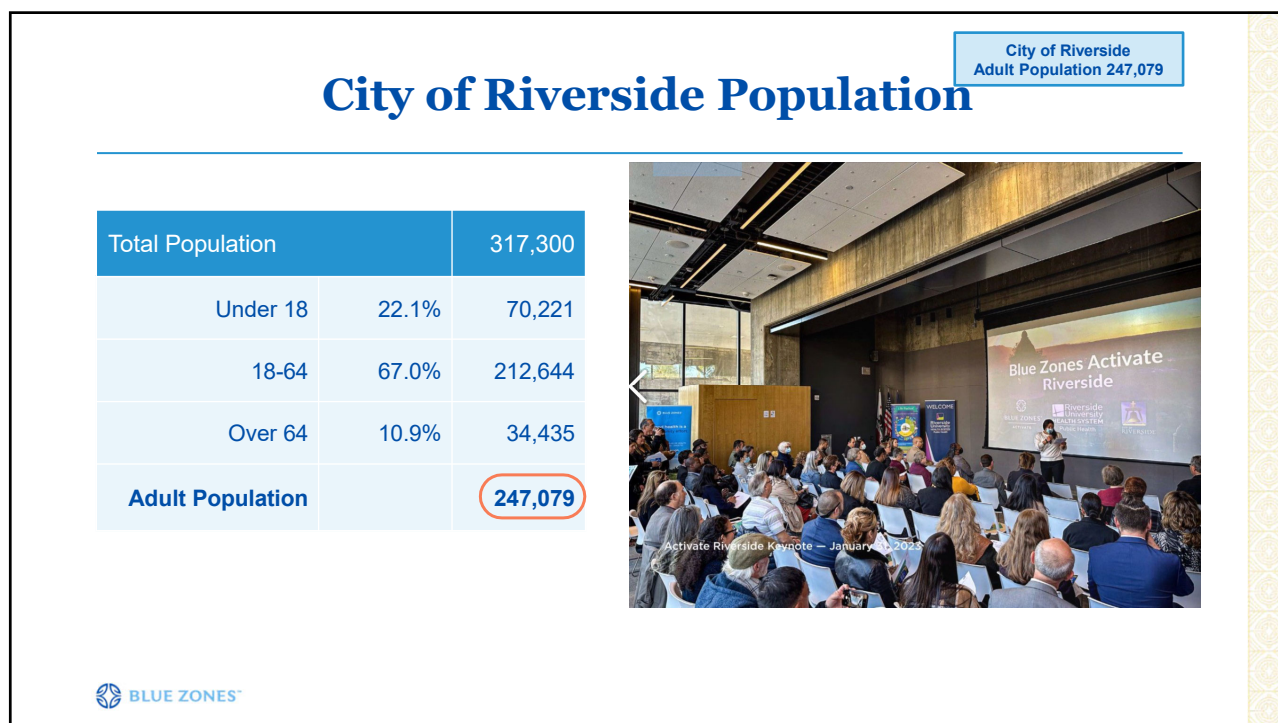
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## Voice of the City of Riverside

City of Riverside  
Adult Population 247,079

- 3 in 5** Do not exercise at appropriate levels
- 1 in 2** Do not eat sufficient fruits and vegetables
- 1 in 2** Have worried about money in the last week
- 1 in 3** Do not feel safe and secure
- 7 in 10** Are obese or overweight
- 1 in 2** Are not proud of their community
- 1 in 2** Do not have a good perception of their health
- 1 in 3** Have a poor current life evaluation

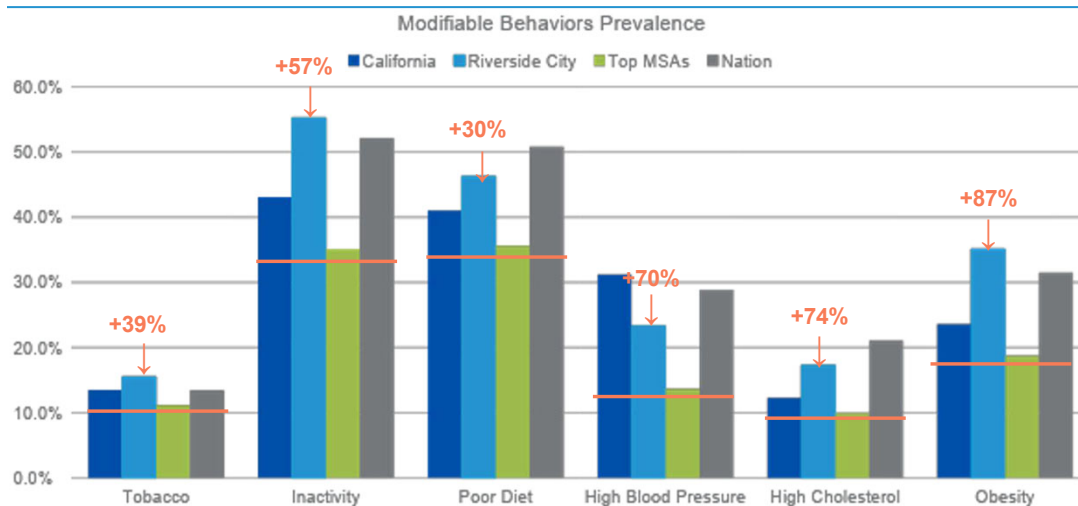


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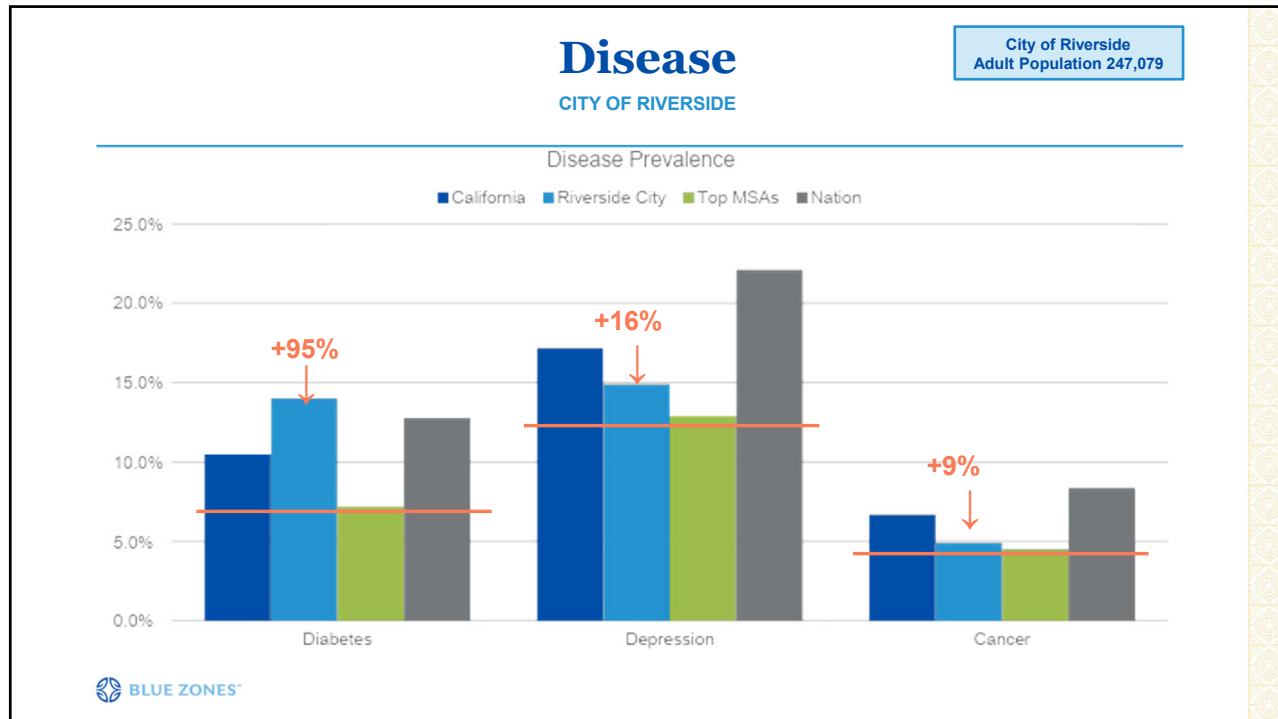
## Select Behaviors

City of Riverside  
Adult Population 247,079

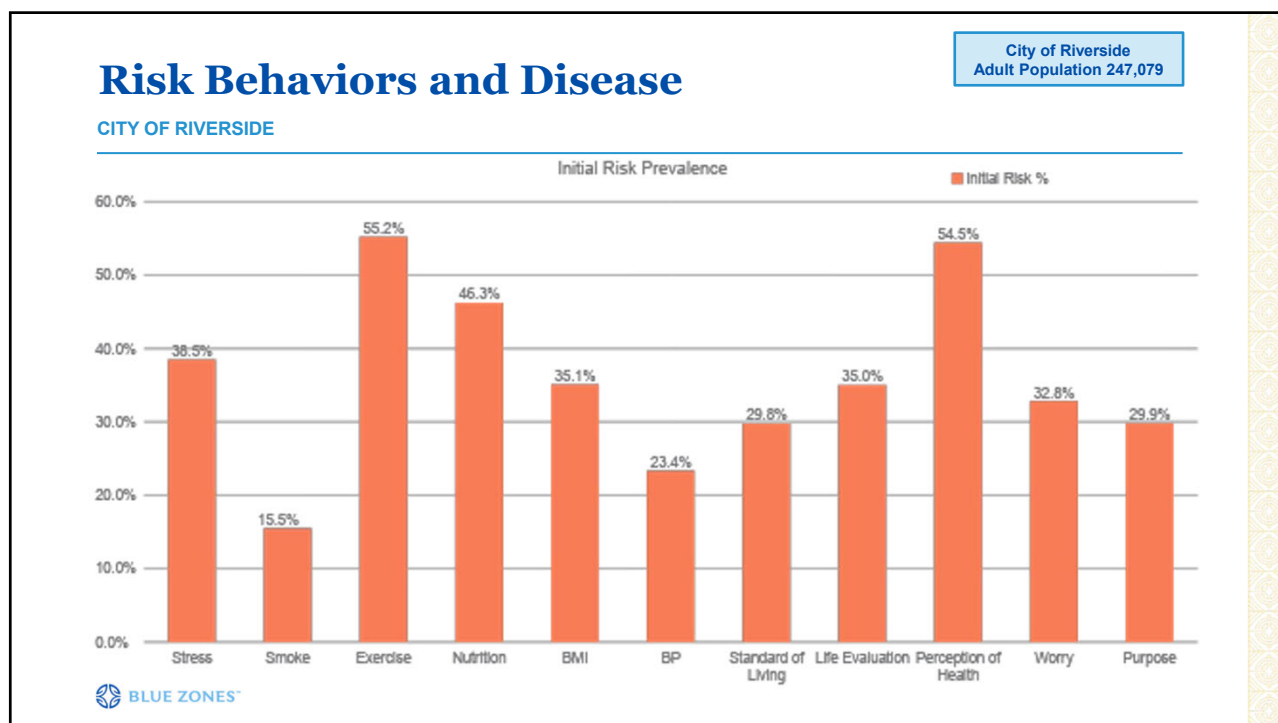
CITY OF RIVERSIDE



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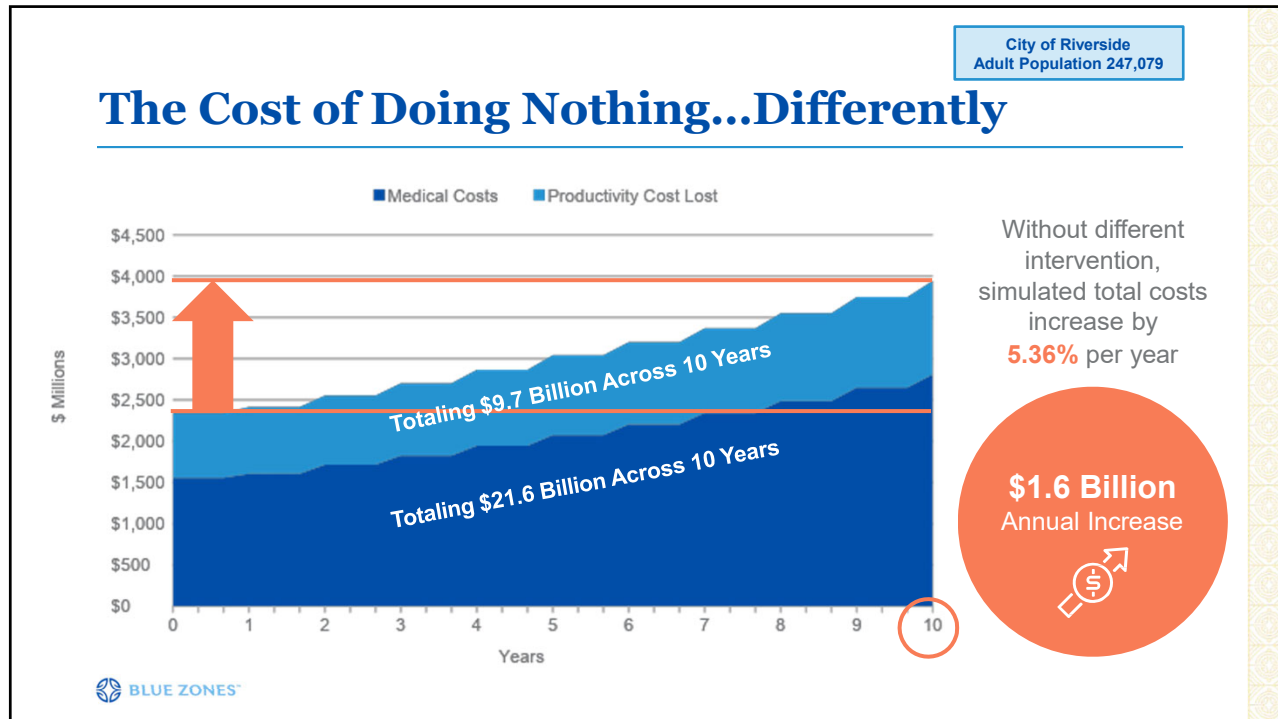


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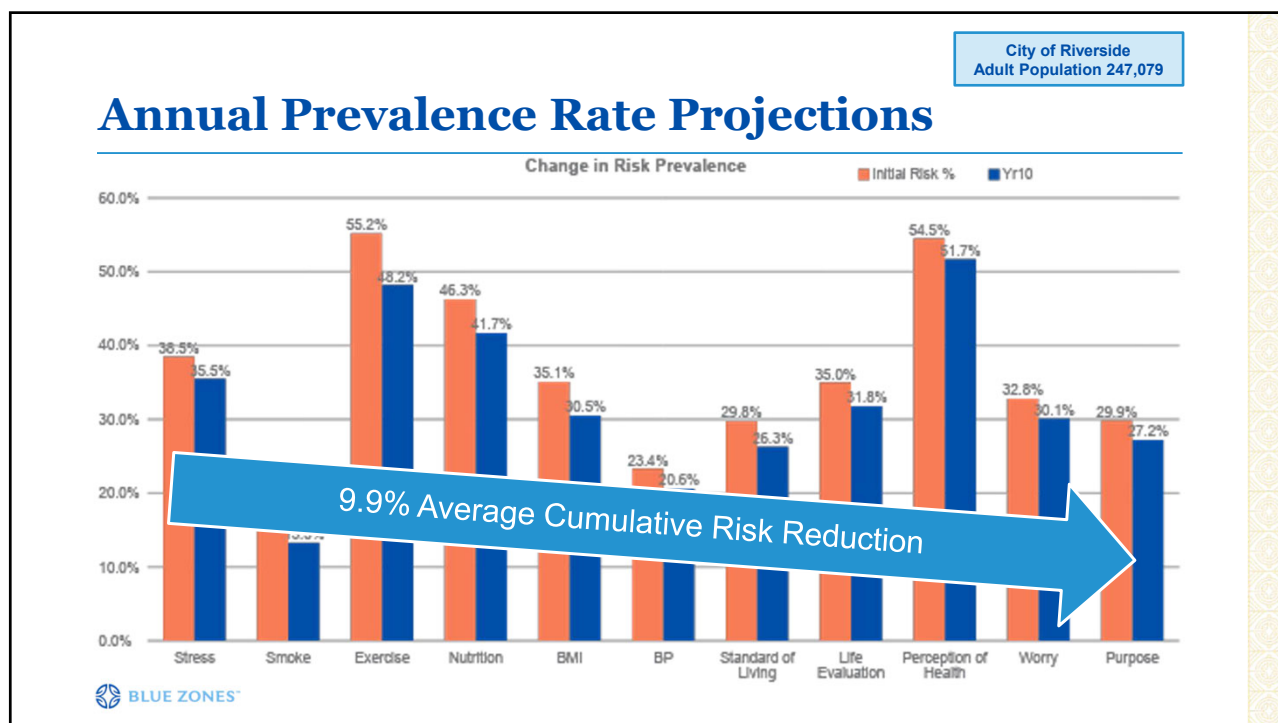


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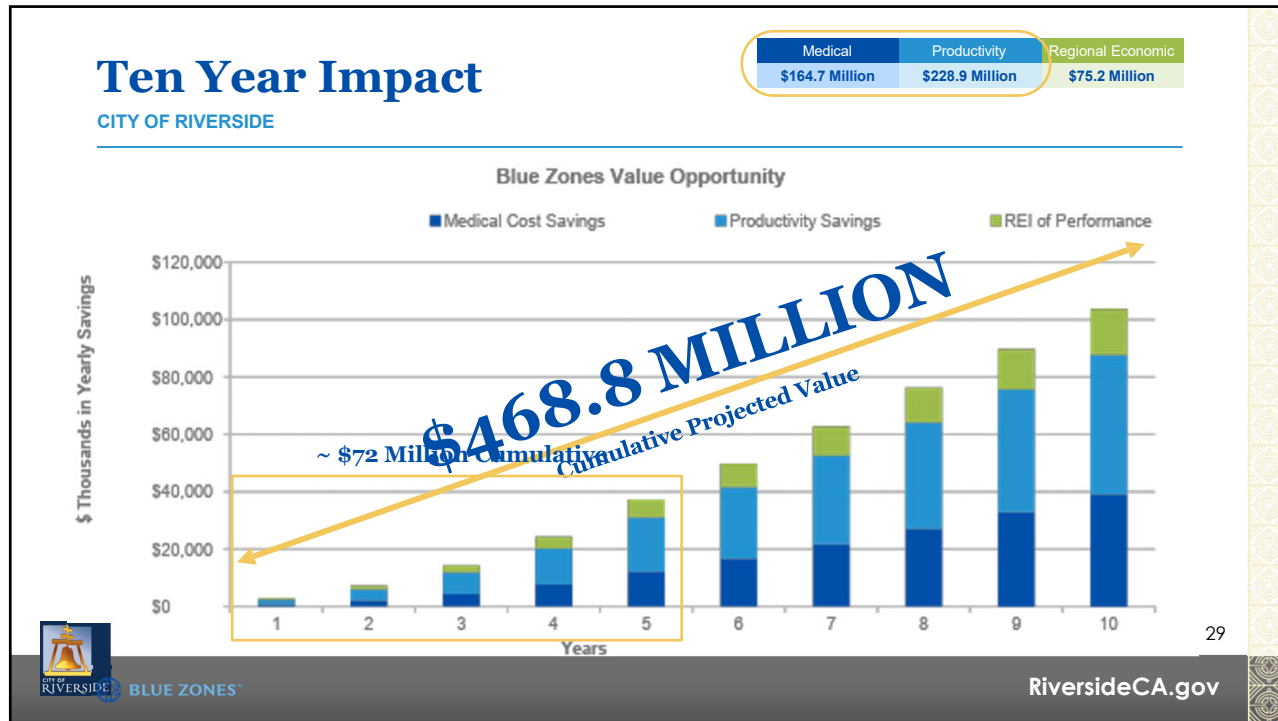




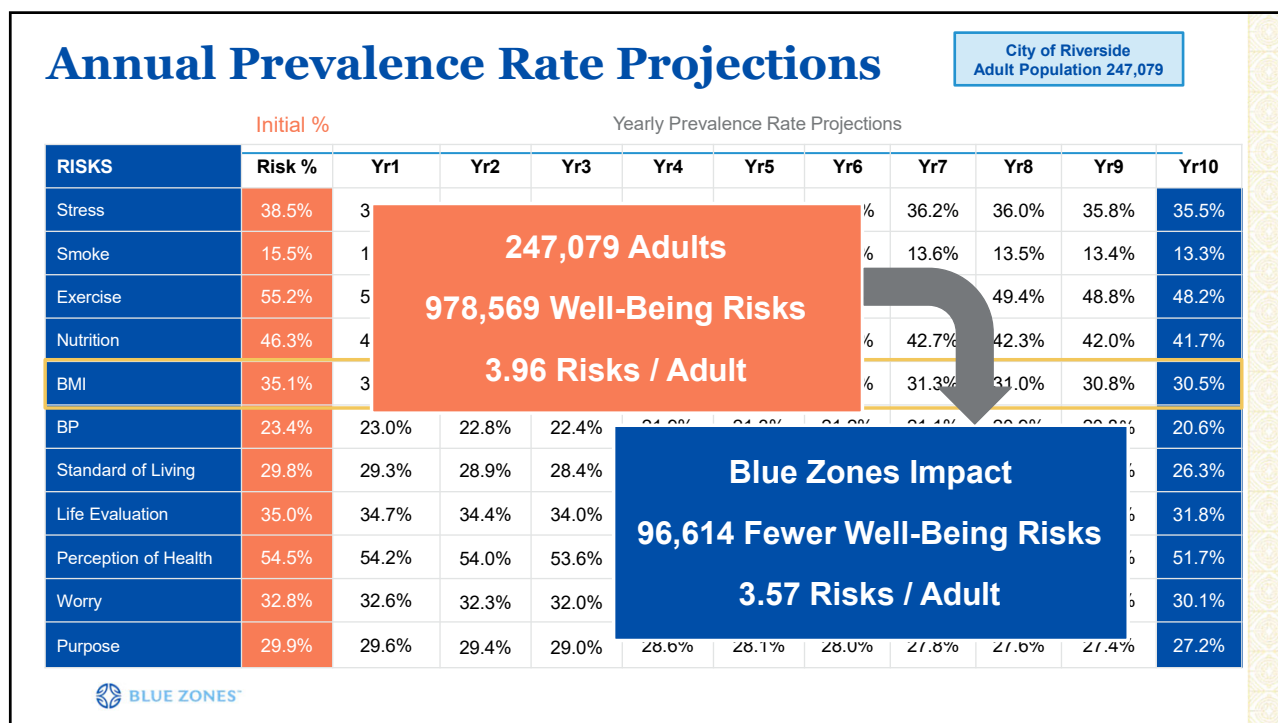
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