

Join the Movement

Blue Zones Project

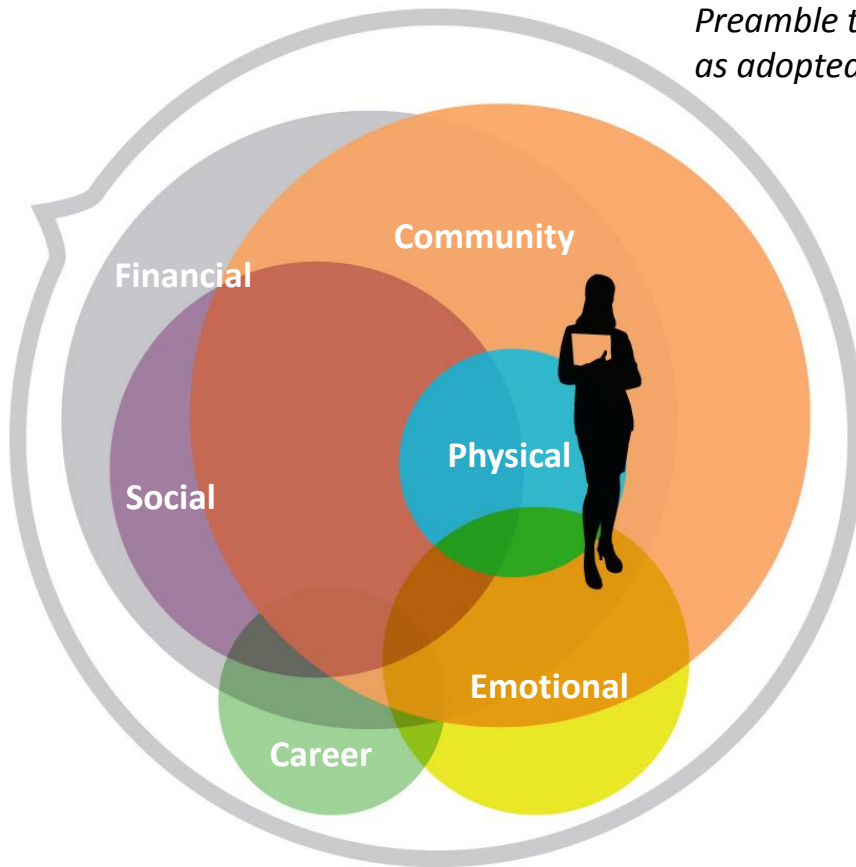
FOR HEALTHIER COMMUNITIES



Our Mission: To improve well-being

“Health is the state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

*Preamble to the Constitution of the **World Health Organization** as adopted by the International Health Conference, June 1946*



Individuals • Experts • Social Connections • Environment • Policy

Blue Zones Areas



Thriving Into Their Later Years



Blue Zones® Areas

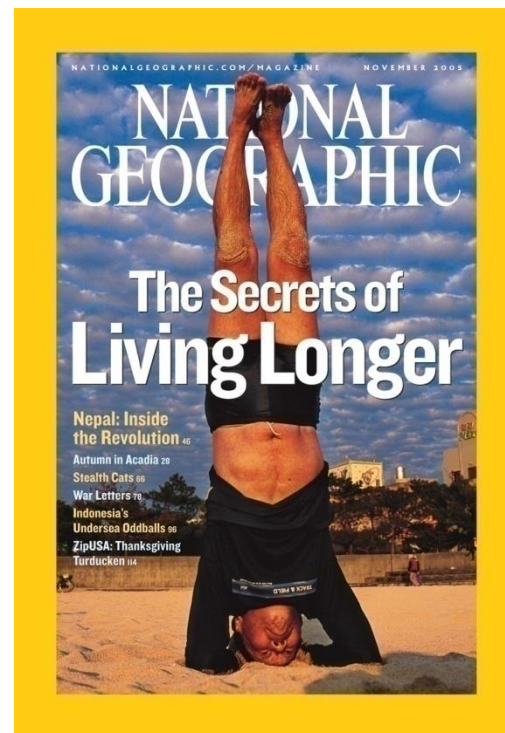
New York Times bestseller!

"A must read if you want to stay young,"
– Dr. Mehmet Oz.

"Practical tips for living long and well,"
– Dr. Andrew Weil



Order Now ➔



In Blue Zones areas, people share a common lifestyle, diet and outlook that leads to better **quantity** and **quality** of life.

Blue Zones Power 9[®]



Move Naturally

1. Make daily physical activity an unavoidable part of your environment



Right Outlook

2. Know your purpose
3. Downshift: work less, slow down, take vacations



Eat Wisely

4. Eat until 80% full
5. More veggies, less meat & processed food
6. Drink a glass of red wine each day



Belong

7. Create a healthy social network
8. Connect/reconnect with religion
9. Prioritize family

Lifelong Friends in a Moai

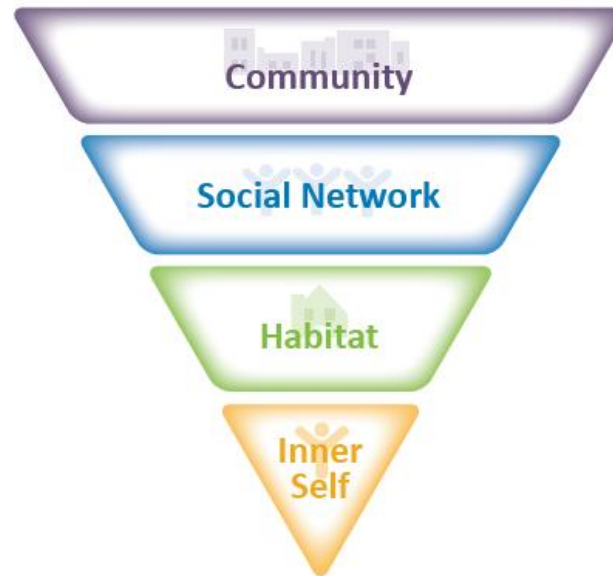


Make Healthy Choices Easier through Permanent Change

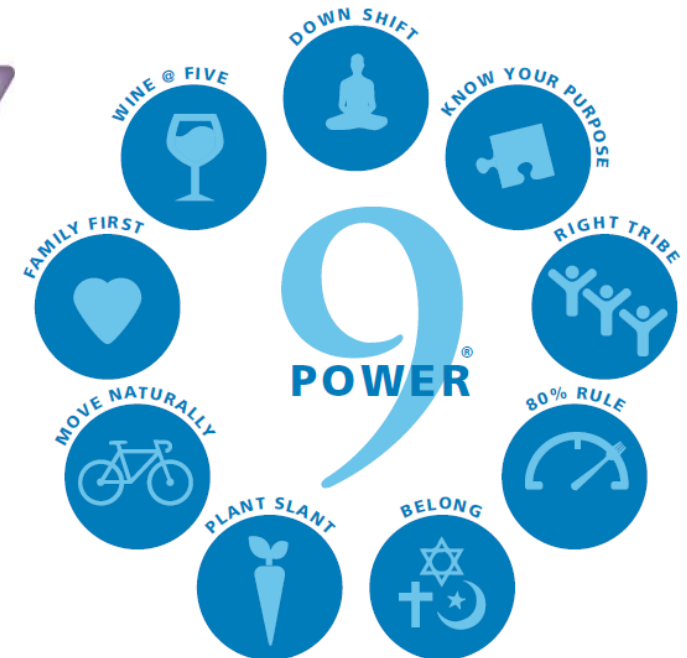
1. Engage Communities



2. Change where people live, work and play



3. Make healthy choices easy



Blue Zones Project™ Certification

CITIZENS



20% sign up and complete one pledge action

EMPLOYERS



50% of top 20 employers designated Blue Zones Worksites™

RESTAURANTS



25% of locally owned restaurants designated Blue Zones Restaurants™

GROCERY



25% of grocery stores designated Blue Zones Grocery Stores™

SCHOOLS



25% of schools designated Blue Zones Schools™

POLICY



Adopt recommended policies and complete recommended projects



Why the Beach Cities?



Beach Cities Pilot Site



**I EAT
WISELY**
at Blue Zones
Restaurants™

bluezonesproject.com



Key Selection Factors:

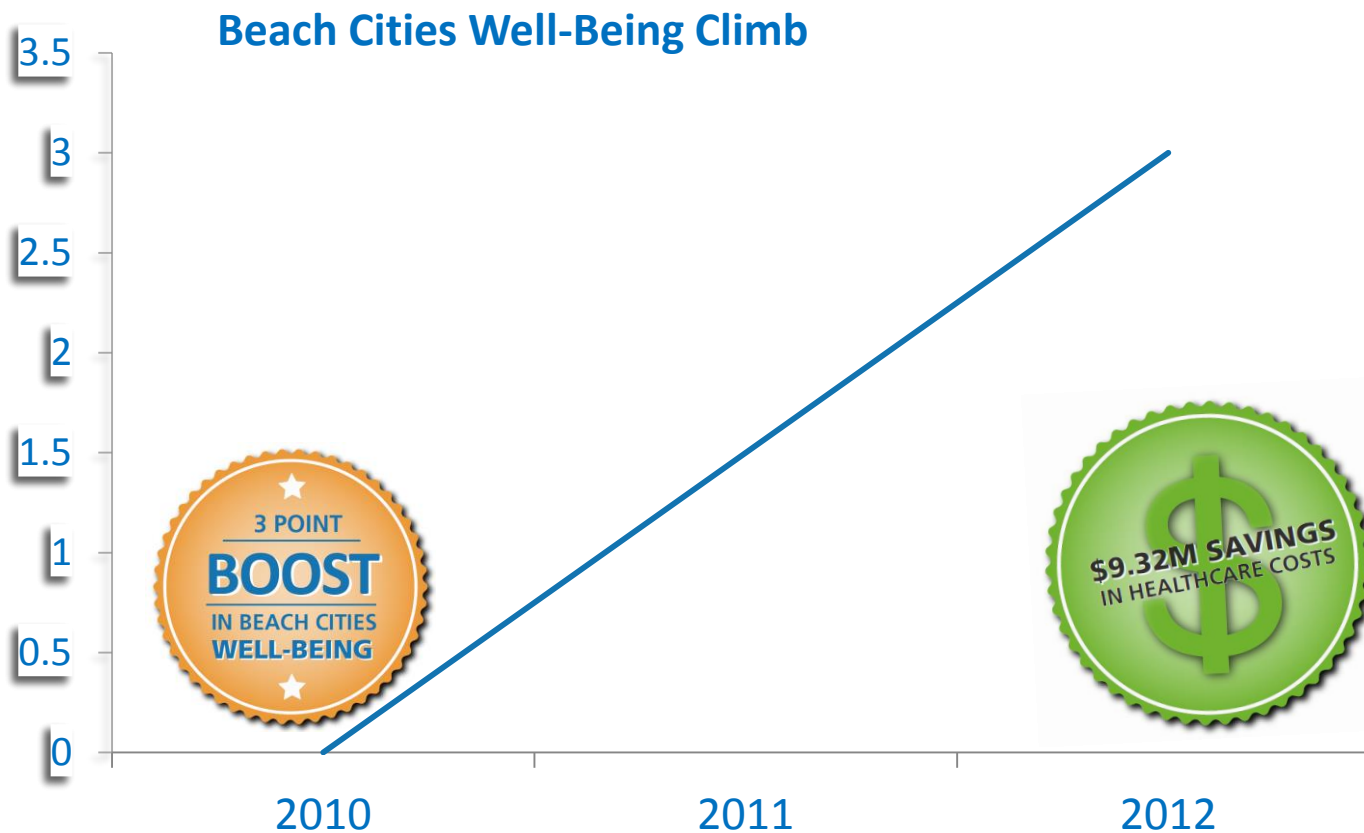
- Readiness, motivation and leadership
- Strong partner for innovation with the Beach Cities Health District (BCHD)
- A diverse and aging population (Silver Tsunami)
- Opportunities to improve walkability, bikeability and emotional health
- High profile media near Los Angeles





Three Years Later

Beach Cities Well-Being Climb!



Dramatic Well-Being Improvement Results!

“The positive well-being trend in the Beach Cities is both authentic and impressive. The rate at which the community has improved since 2010 far surpasses what has been measured in the large majority of other communities nationwide.

Given the timing of this progress, we believe the Blue Zones Project has been a strong driver of the Beach Cities success.”

—Dan Witters, Principal at Gallup—



Well-Being Jump by the Numbers!



What it means?

• **\$2.35M** savings



What it means?

• **\$6.97M** savings





Community Policy

City Commitment

CITIZENS



20% sign up and complete one pledge action

EMPLOYERS



50% of top 20 employers designated Blue Zones Worksites™

RESTAURANTS



25% of locally owned restaurants designated Blue Zones Restaurants™

GROCERY



25% of grocery stores designated Blue Zones Grocery Stores™

SCHOOLS



25% of schools designated Blue Zones Schools™

POLICY



Adopt recommended policies and complete recommended projects

Community Policy Pledge



BLUE ZONES COMMUNITY POLICY PLEDGE ACTIONS

COMPLETE STREETS POLICY Implement at least one option in this section.

- | | CURRENTLY DOING | POINTS | WILL DO |
|---|--------------------------|--------|--------------------------|
| 1. Pass a city resolution or ordinance to adopt Complete Streets principles. Resolution or ordinance must include all 10 elements of a comprehensive Complete Streets Policy as defined by the National Complete Streets Coalition. | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 2. Staff in charge of design receive training in how to design complete streets. (You must pass a city resolution to adopt Complete Streets principles. Resolution or ordinance must include all 10 elements of a comprehensive Complete Streets Policy as defined by the National Complete Streets Coalition). | <input type="checkbox"/> | 1 | <input type="checkbox"/> |

TOTAL POINTS COMPLETE STREETS POLICY:

TOBACCO POLICY Implement at least one option in this section.

- | | CURRENTLY DOING | POINTS | WILL DO |
|---|--------------------------|--------|--------------------------|
| 1. Comprehensive smoke-free policy in all indoor workplaces and public places and Adopt a policy to address smoke-free multi-unit housing. | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 2. Comprehensive smoke-free policy in all indoor workplaces and public places and Comprehensive smoke-free policy in all outdoor workplaces and public places. | <input type="checkbox"/> | 3 | <input type="checkbox"/> |

TOTAL POINTS TOBACCO POLICY:

HEALTHY EATING AND ACTIVE LIVING POLICY

Implement as many of the following options as possible in this section.

- | | CURRENTLY DOING | POINTS | WILL DO |
|--|--------------------------|--------|--------------------------|
| 1. Adopt a Bicycle Master Plan that includes plans for accountability, implementation, and evaluation. | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| 2. Adopt a Pedestrian Master Plan that includes plans for accountability, implementation, and evaluation. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 3. Update zoning and building codes to encourage mixed-use development. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 4. Adopt Form-Based Codes for the community or a sub-area of the community. | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 5. Adopt policies to promote outdoor dining. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 6. Create a policy that facilitates joint use of facilities agreements (such as model joint use agreements). | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 7. Adopt building codes requiring showers, changing facilities, and bike racks in municipal buildings. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 8. Adopt healthy vending standards in municipal buildings and public parks. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 9. Create pricing incentives to increase affordability of healthier foods. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |



HEALTHY EATING AND ACTIVE LIVING POLICY, continued

- | | CURRENTLY DOING | POINTS | WILL DO |
|--|--------------------------|--------|--------------------------|
| 10. Increase access to fresh water drinking fountains. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 11. Restrict mobile vending of unhealthy foods near schools & public playgrounds. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 12. Create policies to increase Healthy Mobile Markets. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 13. Establish zoning to limit density and location of fast food establishments. | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| 14. Prohibit establishment of new fast food drive-thrus. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 15. Establish land use protections for community gardens and farmers markets. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 16. Provide incentives to attract supermarkets/grocery stores to underserved neighborhoods. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 17. Establish a healthy food and beverage policy at city-sponsored youth sporting events. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 18. Adopt a written worksite breastfeeding policy that provides space and time for breastfeeding for city employees. | <input type="checkbox"/> | 1 | <input type="checkbox"/> |

TOTAL POINTS HEALTHY EATING AND ACTIVE LIVING POLICY:

	POINTS
1. Complete Streets	<input type="text"/>
2. Tobacco Policy	<input type="text"/>
3. Healthy Eating and Active Living	<input type="text"/>
Total Points*	<input type="text"/>

*must be 13 or greater

TOTAL YOUR POINTS:

Built Environment Projects

- ✓ Bicycle Master Plan project
- ✓ Pedestrian Master Plan project
- ✓ Complete Streets project
- ✓ Safe Routes to School project
- ✓ New Community Garden
- ✓ Urban Greening project



N. Harbor Drive Cycle Track Project



N. Harbor Drive Cycle Track Project



CLEMENTS '11

Why Complete/Living Streets Policies?

- AB 1358: California Complete Streets Act of 2008
 - 10 Elements of a Strong Complete Streets Policy
1. **Vision and intent:** The policy outlines a vision for how and why the community wants to complete its streets.
 2. **All users and modes:** The policy specifies that “all users” includes pedestrians, bicyclists and transit passengers of all ages and abilities, as well as trucks, buses and automobiles.
 3. **All projects and phases:** Both new and retrofit projects are subject to the policy, including design, planning, maintenance and operations, for the entire right-of-way.
 4. **Clear, accountable exceptions:** Any exceptions are specified and must be approved by a high-level official.
 5. **Network:** The policy encourages street connectivity and creates a comprehensive, integrated and connected network for all modes across the network.
 6. **Jurisdiction:** All other agencies can clearly understand the policy and may be involved in the process.
 7. **Design:** The policy recommends the latest and best design criteria and guidelines, while recognizing the need for flexibility in balancing user needs.
 8. **Context sensitivity:** Community context is considered in planning and design solutions.
 9. **Performance measures:** Performance standards with measurable outcomes are included.
 10. **Implementation next steps:** Specific next steps for implementing the policy are described.

Living Streets Policy Drafting Workshop

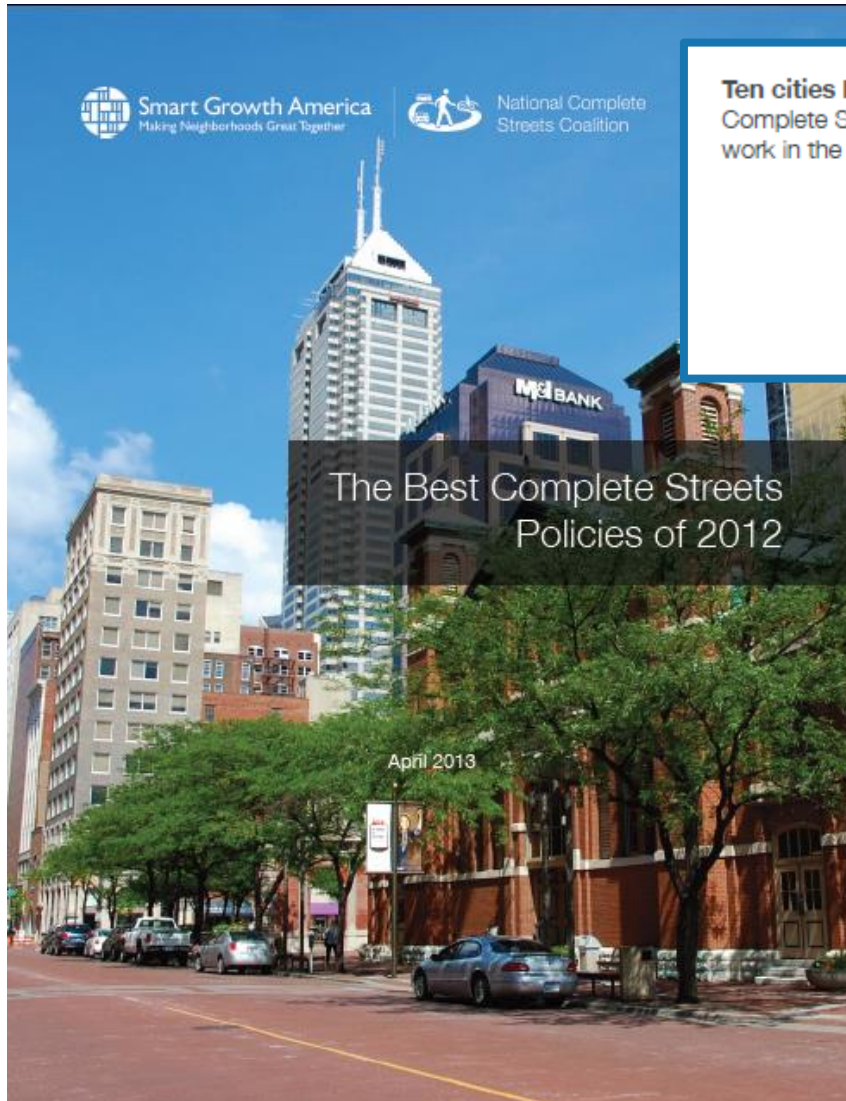


Different Cities, Different Approaches

- **Ordinance:** Hermosa Beach, Redondo Beach
 - *Pros:* Favorable for grant funding, stand-alone document signifies importance, easier for advocates to refer to
 - *Cons:* May face implementation challenges
- **Mobility Element:** Manhattan Beach
 - *Pros:* More implementation “teeth”
 - *Cons:* May be less favorable for grant funding

Best case: Adopt as ordinance AND incorporate into General Plan

Hermosa Beach's Policy is 2nd in the Country!



Ten cities have led the way in crafting comprehensive policy language. Our ranking of top Complete Streets policies is intended to celebrate the communities that have done exceptional work in the past year. They are:

- | | | | |
|---|---------------------|----|----------------------|
| 1 | Indianapolis, IN | 6 | Portland, ME |
| 2 | Hermosa Beach, CA | 7 | Oak Park, IL |
| 2 | Huntington Park, CA | 8 | Trenton, NJ |
| 4 | Ocean Shores, WA | 9 | Clayton, MO |
| 5 | Northfield, MN | 10 | Rancho Cucamonga, CA |

Hermosa Beach Achieves Designation

