



STAFF REPORT
2/28/2024

TO: Honorable Mayor and City Council Members

FROM: Dr. Gabriel D. Martin, City Manager

SUBJECT: Adopt Resolution No. 2024-08 Authorizing the City of Coachella to Make a Funding Commitment in Support of the Blue Zones Project Riverside County Initiative Sponsored by Riverside University Health System and Authorize the City Manager to Execute the Funding Commitment Agreement in the Lump Sum Amount of \$200,000

STAFF RECOMMENDATION:

Staff recommends that the City Council consider adopting Resolution No. 2024-08 authorizing the City of Coachella to make a funding commitment in support of the Blue Zones Project Riverside County Initiative sponsored by Riverside University Health System and authorize the City Manager to execute the Funding Commitment Agreement in the lump sum amount of \$200,000.

BACKGROUND:

The City of Coachella is partnering with Riverside University Health System who will implement the Blue Zones in the city of Coachella. The Blue Zones initiative is a community-led, well-being improvement designed to help people make healthy choices easier through permanent changes to their lifestyles in Coachella and across Riverside County, California. The purpose of the Letter of Intent is to layout the proposed scope of Blue Zones work as well as the City of Coachella's commitment related to Blue Zones' comprehensive initiative that transforms the environments where people live, work, learn, and play to measurably improve community well-being, resilience and economic vitality.

Blue Zones has already conducted a Community Health Needs Assessment (Blue Zones Activate Phase I Readiness Assessment) within the City of Coachella which assessed and provided recommendations for community transformation to improve health and health outcomes. The services to be provided will include the following phases: Pre-Planning, In Market Community and Stakeholder Engagement, Well-Being and Blue Zones Impact Analysis, Readiness Evaluation Report and Proposal, and a Phase II Initial Blueprint, Proposal and Presentation.

Blue Zones is a pioneer in taking a systematic and environmental approach to improving the health of entire cities and communities. Its innovative approach is inspired by the world's longest-lived

cultures and helps communities live better, longer. Blue Zones Activate Phase I Readiness Assessment is a structured exploration of the community and is powered by collaboration to build a plan for change. Blue Zones experts will lead a process to evaluate and design a unique approach that includes well-being policy prioritization, health equity solutions, and workforce development.

DISCUSSION/ANALYSIS:

Blue Zones proposes to be engaged to implement Blue Zones Project and Blue Zones Activate initiatives across five (5) selected communities within Riverside County, CA. The implementation begins with the Foundation phase for Blue Zones Projects, in which Blue Zones will develop a custom Blueprint for each community, followed by the Transformation phase where each custom Blueprint will be implemented in each community. Blue Zones Activate focuses on igniting transformations through systems change. The timeframes, fees and other details of each community initiative are set forth in the Blue Zones proposal(s). Blue Zones has committed to putting 25% of its fees “at risk” related to project performance and the achievement of key metrics and outcomes (to be mutually agreed by the parties) on all Blue Zones Project initiatives within the Riverside County Blue Zones Initiative, as further set forth in the proposal(s).

The work produced by Blue Zones will include a preliminary analysis including trends and opportunities for the identified areas. They will also provide an impact analysis on the projected medical spend, productivity and regional economic value from a prospective Blue Zones community transformation.

The City of Coachella will have the right to serve as one of the steering committee organizations in the Riverside County Blue Zones Initiative and advise on the development of the health improvement model for the transformation initiative in collaboration with participating community partners and additional sponsors. The City of Coachella shall have the opportunity to join community-specific implementation leadership councils and action committees. The City of Coachella will be acknowledged publicly as a sponsor of applicable Riverside County Blue Zones Initiative, including the use of Sponsor’s logo where appropriate.

ALTERNATIVES:

1. Adopt Resolution No. 2024-08 Authorizing the City of Coachella to Make a Funding Commitment in Support of the Blue Zones Project Riverside County Initiative Sponsored by Riverside University Health System and Authorize the City Manager to Execute the Funding Commitment Agreement in the Lump Sum Amount of \$200,000
2. Provide alternative direction

FISCAL IMPACT:

If the City Council approves this funding commitment, the City’s General Fund will pay \$200,000 to Riverside University Health System for the Blue Zones initiative.

ATTACHMENT(S):

1. Resolution No. 2024-08
2. Funding Commitment Agreement
3. Blue Zones in Coachella Placemat
4. Final Coachella Blue Zone Report