

CITY OF YUBA CITY
STAFF REPORT

Date: March 1, 2022
To: Honorable Mayor & Members of the City Council
From: Administration Department
Presentation By: Diana Langley, City Manager

Summary

Subject: Blue Zones Project
Recommendation: A. Accept a presentation on the Blue Zones Yuba Sutter Project, and
B. Adopt a Resolution affirming support for the Blue Zones Project and appointing a representative to serve on the Blue Zones Project Yuba Sutter Steering Committee
Fiscal Impact: None

Purpose:

To support the Blue Zones Project to improve the overall well-being of the residents of Yuba City.

Council's Strategic Goal:

This item supports Council's overarching goal of improving the Quality of Life for Yuba City residents.

Background:

In 2004, Dan Buettner, an explorer, National Geographic fellow, and award-winning journalist, teamed with National Geographic, the National Institute on Aging, and the world's best longevity researchers to identify five pockets around the world where people lived measurably better and longer lives. These areas were dubbed "Blue Zones", and researchers found nine specific traits, known as the Power 9, that lead to longer, healthier, and happier lives.

In 2009, Blue Zones, LLC worked in partnership with AARP and the United Health Foundation to apply the Power 9 principles to Alber Lea, Minnesota. After one year, participants added nearly 2.9 years to their average lifespan. Since the pilot program in Minnesota, Blue Zones Project has expanded to numerous communities across North America, including the Yuba-Sutter area.

The Yuba Sutter Blue Zones Project is a community-wide, evidence-based approach that seeks to improve the well-being of the community by applying best practices to encourage healthy choices through built environment, food, and tobacco policy change; environmental changes within worksites, schools, restaurants, grocery stores, and faith/civic organizations; and engagement activities that

promote social support for healthy behaviors, volunteering, and purpose.

Analysis:

Blue Zone Project communities have Steering Committees, which include members of the business community, healthcare, schools, restaurants/grocery stores, and government. Steve Kroeger, the Executive Director for Blue Zones Project Yuba-Sutter, has requested that the City consider appointing a representative to the Steering Committee. Mayor Shaw is recommending the appointment of Anthony Kurlan as the Yuba City representative. Mr. Kurlan has a long history of participating on various City Boards and Commissions including the Senior Commission and the Personnel Board.

Fiscal Impact: None

Alternatives:

1. Do not appoint a representative to the Steering Committee.
2. Appoint a City Councilmember or staff person to the Steering Committee.

Recommendation:

- A. Accept a presentation on the Blue Zones Yuba Sutter Project, and
- B. Adopt a Resolution affirming support for the Blue Zones Project and appointing a representative to serve on the Blue Zones Project Yuba Sutter Steering Committee.

Attachments:

1. Attachment 1 - Reso - Blue Zones

Prepared By:
Diana Langley
City Manager

Submitted By:
Diana Langley
City Manager

ATTACHMENT 1

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF YUBA CITY
AFFIRMING SUPPORT FOR THE BLUE ZONES PROJECT AND APPOINTING A
REPRESENTATIVE TO SERVE ON THE BLUE ZONES PROJECT YUBA SUTTER
STEERING COMMITTEE**

WHEREAS, improving the overall well-being of the residents of Yuba City will improve productivity, lower healthcare costs, and improve the economy; and

WHEREAS, rates of obesity and healthcare costs have increased significantly and employers cite health and well-being as a concern with employees; and

WHEREAS, Blue Zones are communities that have been identified as having populations that live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life than the average; and

WHEREAS, the 89th US Conference of Mayors passed a resolution supporting Blue Zones Community Wellbeing Initiatives; and

WHEREAS, In January of 2021 the Office of the Surgeon General and the United States Department of Health and Human Services released a Community Health and Economic Prosperity report that raised awareness to business leaders of the advantage of investing in community health for the health of their businesses and the health of their local economy. The report shows the return on investment in community well-being is economic development including more prosperity and happiness for individuals, organizations, and the community at large; and

WHEREAS, the Yuba Sutter Blue Zones Project is a community-wide, evidence-based approach that seeks to improve the well-being of communities by applying best practices to make the healthy choice the easy choice through built environment, food, and tobacco policy change; environmental changes within worksites, schools, restaurants, grocery stores, and faith/civic organizations; and engagement activities that promote social support for healthy behaviors, volunteering, and purpose.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Yuba City recognizes and supports the Blue Zones Project and urges staff to recognize and lend appropriate support to the Blue Zones Project so that the entirety of Yuba City may become a Blue Zone where residents live measurably longer and happier lives.

BE IT FURTHER RESOLVED that the City Council of the City of Yuba City appoints Anthony Kurlan to serve on the Yuba Sutter Blue Zones Project Steering Committee.

The foregoing Resolution was duly and regularly introduced, passed, and adopted by the City Council of the City of Yuba City at a regular meeting thereof held on the 1st day of March, 2022.

AYES:

NOES:

ABSENT:

Dave Shaw, Mayor

ATTEST:

Ciara Wakefield, Deputy City Clerk

APPROVED AS TO FORM
COUNSEL FOR YUBA CITY

Shannon L. Chaffin, City Attorney
Aleshire & Wynder, LLP