

To the Mayor and Members of the City Council

May 19, 2015

Page 1 of 2



SUBJECT: CITY STAFF PARTICIPATION IN BLUE ZONES PROJECT

On January 28, 2014, the City Council adopted a resolution supporting the Blue Zones Project as a means to improve the community’s well-being and economic vitality. In accordance with that resolution, City staff has been participating in Fort Worth’s pursuit of “Blue Zones Community” designation by working with Blue Zones Project staff to formulate and implement action plans for creating a healthier and more productive workplace for City employees, improving the built environment, and improving access to nutritious food.

Each of these three action plans consists of multiple strategies. Some of the strategies conform to existing City policies and, therefore, City staff has been able to begin implementing them. Other strategies, however, will require further staff research and City Council direction.

This Informal Report provides information about the action plans and their implementation status.

Workplace

The Human Resources Department is leading the City’s effort to attain designation as a “Blue Zones Worksite.” The department has already crossed an important milestone toward that goal by securing Blue Zones Project personal pledges from more than 1,700 employees or 25 percent of the City’s workforce. To date, the department has secured a total of 1,987 pledges representing 31 percent of all City employees. .

To attain the Blue Zones Worksite designation, the City must also earn at least 72 out of 109 possible points associated with various pledge actions. Furthermore, the City must implement at least one pledge action relating to each of six pillars of worksite well-being:

- (a) Leadership,
- (b) Purpose,
- (c) Habitat/ physical environment,
- (d) Engagement/ creation of social networks,
- (e) Policies and benefits, and
- (f) Well-being solutions.

To date, the City has earned a total of 60 points. To reach and exceed the threshold of 72 points, City staff is pursuing the following six strategies:

Strategy	Completion Date
1. Adopt a formal policy supporting volunteer activities by City employees.	October 2015
2. Establish a tobacco-free worksite.	October 2015
3. Ensure that 50% of vending machine options meet Blue Zones guidelines.	October 2015
4. Encourage use of existing stairwells through signage, lighting, and aesthetics.	October 2015
5. Organize Blue Zones Moais or social groups for employees and contractors.	October 2015
6. Train leaders to hold walking and/or standing meetings.	October 2015

Built Environment

The Planning and Development Department is leading the implementation of this action plan in cooperation with a Built Environment Advisory Committee, co-chaired by Tom Galbreath of Dunaway Associates and Dana Burghdoff of City staff. The plan consists of nine strategies:

To the Mayor and Members of the City Council

May 19, 2015

Page 2 of 2



SUBJECT: CITY STAFF PARTICIPATION IN BLUE ZONES PROJECT

Strategy	Completion Date
1. Adopt a Complete Streets policy.	March 2016
2. Train City staff and key players on designing Complete Streets.	March 2016
3. Produce a street-design guidelines manual.	March 2016
4. Use current capital funding to create model Complete Streets projects.	December 2015
5. Update zoning and building codes to encourage mixed-use development.	June 2016
6. Improve street connectivity in existing and future neighborhoods.	December 2016
7. Enter into joint-use facilities agreements with school districts and other partners.	December 2017
8. Adopt an Active Transportation Plan.	December 2017
9. Adopt a Safe Routes to School master plan with Fort Worth ISD.	December 2017

As a first step toward implementing this action plan, City staff has worked with Blue Zones staff to perform a “walking audit” for each of the City’s eight Council districts. Dan Burden, Director of Innovation and Inspiration for Blue Zones LLC, presented the results of these walking audits at the March 3, 2015, pre-Council meeting.

Food Policy

The Code Compliance Department, which works with the Tarrant County Public Health Department to provide consumer health services, is leading the implementation of this action plan in cooperation with a Food Policy Advisory Committee. Brandy O’Quinn of the Blue Zones Project staff is chairing this advisory committee. The action plan consists of seven strategies:

Strategy	Completion Date
1. Provide incentives for attracting grocers to underserved neighborhoods.	March 2016
2. Encourage convenience stores to offer more fruits and vegetables.	March 2016
3. Use pricing to encourage healthy food choices in schools and City facilities.	March 2016
4. Amend the zoning ordinance to permit the practice of urban agriculture.	March 2016
5. Create a mobile grocery store program for underserved neighborhoods.	March 2016
6. License produce-cart vendors, possibly amending the pushcart ordinance.	March 2016
7. Develop a local food hub.	March 2016

The Blue Zones Project is led by an eleven-member Steering Committee chaired by Barclay Berdan, CEO of Texas Health Resources. Mayor Betsy Price and Assistant City Manager Fernando Costa represent the City on this committee.

If you have any questions about City staff participation in the Blue Zones Project, please contact Fernando Costa at 817-392-6122.

**David Cooke
City Manager**