



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Powell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Richard Thompson, Community Development Director
Sara A. Russo, Community Development Intern

DATE: June 19, 2012

SUBJECT: Update on Manhattan Beach becoming a Blue Zones Community through the Vitality City Initiative

RECOMMENDATION:

Staff recommends that the City Council receive and file the status report on Manhattan Beach striving to become a Blue Zones Community.

FISCAL IMPLICATION:

There are no fiscal implications associated with this recommended action.

BACKGROUND:

At the May 4, 2010 City Council Meeting the City Council approved a letter of support to become a Vitality City with a goal of improving the well-being of Beach City residents and City employees.

At the October 19, 2010 City Council Meeting the City Council approved the City's participation in this program.

At the November 15, 2011 Council Meeting the City Council adopted the Livability and Bicycle Master Plan to improve the vitality of the Manhattan Beach community. The Beach Cities Livability Plan provides a general assessment of existing conditions in the Beach Cities, followed by specific recommendations for improving policy and the built form to be more supportive of livability. The Bicycle Master Plan provides details and recommendations to bring approximately 30 miles of bike ways to Manhattan Beach.

DISCUSSION:

Healthways | Blue Zones Vitality City initiative is a community-wide, well-being improvement program to create healthier, happier and more productive citizens using evidence-based environmental and policy changes to motivate residents to adopt and maintain healthier lifestyles.

On May 2nd, 2012, Healthways and Beach Cities Health District launched a community kick-off

event to introduce and promote the Beach Cities to the new Blue Zones Project. The Blue Zones Project is a national expansion of the Vitality City initiative and its goal is to get the Beach Cities certified as a Blue Zones Community. In order to become a Blue Zones Community a certain percentage of residents, companies, and schools need to pledge to make the healthy choice the easy choice. The Blue Zones Project Certification is the focus of Vitality City in 2012. This community-based effort will create quantifiable ways to measure the progress of Manhattan Beach towards becoming a Blue Zones Community.

Becoming a Blue Zones Community requires:

- At least 20% of citizens take the Blue Zones® Personal Pledge and complete one action.
- At least 25% of public schools become a Blue Zones School™.
- At least 50% of the top 20 community-identified employers become a Blue Zones Worksite™.
- At least 25% of independently or locally owned restaurants become a Blue Zones Restaurant™.
- At least 25% of grocery stores become a Blue Zones Grocery Store™.
- Completion of the Blue Zones® Community Policy Pledge.

Attached to this report is a status report on the City's accomplishments made prior to the May 2nd kick-off event as well as future ideas to consider to make Manhattan Beach a Blue Zones Community.

Attachments: A. City of Manhattan Beach Status Report for Blue Zones Project

Manhattan Beach
2012 Blue Zones Certification Goals

Blue Zones Project Certification is the focus of Vitality City in 2012. It is truly a community-based effort with quantifiable ways to measure the progress of the Beach Cities towards becoming the first-ever Blue Zones Community.

Project Certification Goals	2011 Manhattan Beach Accomplishments	2012 Future Project Ideas <i>(Provided as ideas and does not represent the full list of options)</i>	Manhattan Beach Status
<p>Personal Pledge 20% citizens</p>	<ul style="list-style-type: none"> • Kicked off Purpose Workshops for individuals and organizations 	<p>A goal for MB 6,000 - represents 29% of the total goal (29% represents MB percentage of total based on population)</p> <ul style="list-style-type: none"> -Create a Personal Pledge drive -Create a Steppin Out Challenge- 1 week competition that will be considered as a Moai if taking the Walking Moai pledge -Post on the city's website the personal pledge link -Email and social media blasts the personal pledge -Outreach to specific groups/City <ul style="list-style-type: none"> -MMT -Dept. Heads -By Departments: encourage every employee and their family to sign up 	<p>Goal = 19,400; as of 3/28/12 MB = *715 registrants</p>
<p>Community Policy Pledge</p> <ul style="list-style-type: none"> -Earn at least 40% of the total points (each pledge will have a specific point value) by adopting and enforcing pledge actions. -Adopt and enforce at least one policy from each category (Complete Streets, Tobacco Control, and Nutrition & Physical Activity). -Implement at least two changes to the built environment that permanently change the environment to nudge people into healthier behaviors. 	<ul style="list-style-type: none"> • Bicycle Master Plan adopted November 15, 2011. • Livability Plan adopted November 15, 2011. • Confirming staff workshop on livable streets – an innovative approach that encompasses all modes of transportation and seeks a balanced system. • The Strand/Greenbelt smoking ban • Completed preliminary engineering study for Aviation Blvd. bike lanes • Roundabout planned at 15th and Valley/Ardmore as part of the comprehensive Valley/Ardmore Corridor Plan • 2012-2013 Budget includes Mobility and Circulation Plan updates to include livability policies • Doubled bike facilities- Designated Pacific and Redondo Ave as bike friendly streets/ bike routes and installed bike racks • Submitted CBTP and State Safe Routes to School Grants • Committed \$100K to non- 	<ul style="list-style-type: none"> • Staff in charge of community's sustainability design to receive training in how to design complete streets. Tentatively scheduled for July 2012 • Adopt healthy vending standards in municipal buildings and public parks. • Establish a healthy food and beverage policy at all city-sponsored events i.e. youth sporting events, activities, and programs • Continue to seek grant funding to implement non-motorized transportation programs. 	<p>In progress</p>

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	<ul style="list-style-type: none"> motorized transportation projects in CIP 2012-2013 budget • 2012-2013 Budget includes proposal for Greenbelt Master Plan • Presented a final design site for leadership MB sustainable garden. Completion of garden scheduled for 5/2012 • Launched Mayor's walking moai • Awarded \$490, 600 for federal safe routes to school grant to promote walking/biking to school • Adopted promotion of outdoor dining • Expanded city hall sustainable project • Adopted smoke-free ordinances <ul style="list-style-type: none"> -Parks -Strand/Pier -Beaches 		
<p>Public Schools 25% public schools become Blue Zones Schools</p>	<ul style="list-style-type: none"> • Launched 5 Walking School Bus Programs in public and parochial Manhattan Beach schools. (Grand View, Robinson, Pennekamp, Pacific & American Martyrs) • Implemented MindUP educational initiative in MBUSD elementary schools – based on social emotional learning (SEL) and neuroscience. • Signed MOU with Alliance for a Healthier Generation – creating environments where physical activity and healthy eating are accessible and encouraged. • Enforce a tobacco-free campus. • Integrate physical activity into daily lesson plans in school — outside of physical education class – BCHD 8 minute Exercises • Incorporate nutrition education into the curriculum – BCHD • Plant and maintain a school garden – Growing Great programs. 	<ul style="list-style-type: none"> • Discontinue using unhealthy foods for school fundraisers and replace them with foods that meet Blue Zones Guidelines for healthy foods. • Educate parents and guardians that soda and other sugar-sweetened beverages are unhealthy for their children and help them find alternative drink selections that are healthier. • Reconfigure the layout of food choices in the school lunchroom to nudge students into choosing healthier foods. • Establish a program to train teachers and school leaders on teaching mindfulness skills to students (e.g., MindUP™). 	<p>In progress</p>

Presented by Beach Cities Health District

Project Certification Goals	2011 Manhattan Beach Accomplishments	2012 Future Project Ideas <i>(Provided as ideas and does not represent the full list of options)</i>	Manhattan Beach Status
Employers 50% employers become a Blue Zone Worksite	<ul style="list-style-type: none"> • 45 registered City of Manhattan Beach employees. • 33 registered Manhattan Beach businesses that represent 2,464 employees and of that 213 employees have registered. 	<ul style="list-style-type: none"> • Certification of 4 Manhattan Beach employers: City of Manhattan Beach, MBUSD, SKECHERS, and Shade Hotel are examples • At least 25% of employees sign the Blue Zones Personal Pledge and complete one action. • Employers install adequate number of bike racks (at least one bike spot per 7,500 sq. feet of commercial space). • Enforce a campus-wide tobacco free worksite (inside property and on company grounds). • Ensure at least 50% of food and beverage options in vending machines meet Blue Zones® guidelines. 	In progress
Restaurants 25% restaurants become a Blue Zones Restaurant	Blue Zones Restaurants: <ul style="list-style-type: none"> • Adventureplex Courtside Cafe • Back Home in Lahaina • China Grill • Four Daughters Kitchen • Lido di Manhattan • Manhattan Country Club Dining Room • Manhattan Country Club Poolside Bar and Grill • O-Sho Japanese Restaurant • Old Venice • The Original Rinaldi's Italian Deli • Sashi Sushi and Saki Lounge • Sloopy's Beach Café 	<ul style="list-style-type: none"> • 22 Blue Zones Restaurants - represents 29% of the total goal (29% represents MB percentage of total based on population) 	Goal = 79 (for all beach cities); Certified MB = 12, Pledged MB = 12 (on their way to certified)
Grocery Stores 25% become Blue Zones Grocery Stores	2012 Blue Zones Project Vitality City strategy (has not yet been launched.)	<ul style="list-style-type: none"> • Ideas/Strategy is unknown until more information can be given and grocery store pledge actions have been determined. 	In progress

*Number represents MB residents who have 'registered' on the Vitality City website. Because the on-line personal pledge is new, these numbers won't count until they go into the website, take the pledge and complete one action item.