



Memorandum

TO: MAYOR MAHAN

FROM: Councilmember Dev Davis

SUBJECT: BUDGET DOCUMENT

DATE: 05/23/2023

Approved  Date 05/23/2023

RECOMMENDATION

Modify the City Manager's 2023-2024 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

Proposal

Program/Project Title: **Blue Zones Project San Jose Readiness Assessment**

Amount of City Funding Required: **\$150,000**

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): **#19**

Proposal Description:

The Blue Zones Project™ is a well-being improvement initiative designed to make healthy choices easier for residents by supporting locally driven, system-level changes throughout a city. Contracting Blue Zones Project to perform a comprehensive Readiness Assessment, will provide the City of San Jose with a data-driven analysis of our city's well-being and identify next steps towards becoming a Blue Zone Project City. In addition to the \$150K funding provided by the City of San Jose, the remaining \$350 - \$550K required will be sourced by a coalition of public and private partners, including county, community and health system stakeholders.

From the outset, the project will be driven by rigorous research and an equity lens. The Blue Zones Project Consultants will align with city-wide initiatives already underway, as well as other programs addressing access to transportation, health services, healthy food, and safe spaces. In particular, the assessment will leverage

and integrate with the Children and Youth Services Master Plan. Additionally, the county's available health data will inform the assessment to ensure that all efficiencies and insights are captured.

Findings will be presented in a comprehensive 150-page report outlining the risks and economic opportunities of a full-scale Blue Zones Project implementation, such as those underway in Ft. Worth, TX, in neighboring Monterey County, CA, and in 70+ diverse communities nationwide.

By reflecting the work of elected officials, City staff, and diverse community stakeholders at the systems level, this work will allow us to assess our city's current well-being and how becoming a Blue Zones Project City could introduce new approaches to driving better health outcomes, greater equity, lower costs, and new economic opportunities across the entire city.

Funding Source

Essential Services Reserve:

Other (Please specify program/project/fund):

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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