



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Tanya K. Bhatt

DATE: June 25, 2025

TITLE: DISCUSS/TAKE ACTION - UPDATE ON THE IMPLEMENTATION OF THE BLUE ZONE INITIATIVE.

RECOMMENDATION

BACKGROUND/HISTORY

The Blue Zones Project is a community-wide, well-being improvement initiative designed to make healthy choices easier. This is accomplished by encouraging sustainable changes in the built environment, building environments and social networks, and often supporting locally-driven policy changes throughout a community including such places as worksites, schools, restaurants, grocery stores, faith-based communities, convenience stores and neighborhoods; and

The program is based on principles identified during an ongoing twenty-year worldwide longevity study commissioned by National Geographic, and detailed in the New York Times best-seller, *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest*, and *The Blue Zones Solution* by Dan Buettner; and

Pursuant to Resolution 2024-33101, the Mayor and City Commission approved a priority enhancement request for fiscal year 2025 in the amount of \$220,000 to fund a 6-month assessment and scope of work as part of the evaluation process in order to designate the City of Miami Beach as a "Blue Zones" city.

In February of 2025, Blue Zones and the City of Miami Beach conducted several noteworthy events throughout the city that included:

1. Blue Zones Miami Beach Keynote Event for the Community, February 5, 2025
2. Blue Zones Executive Preview, February 5, 2025
3. Blue Zones Windshield Tour of the City with City of Miami Beach team members, February 5, 2025
4. Blue Zones Community Presentation and Value Presentation, February 6, 2025
5. Blue Zones Community Focus Groups, February 6, 2025

Blue Zones completed the assessment for the City of Miami Beach and believes that the City is well-positioned for a Blue Zones partnership. Next steps for Blue Zones and the City of Miami Beach will be discussed at a Blue Zones Community Readout Event scheduled on June 23, 2025, which will occur between printing of the City Commission agenda and the actual agenda meeting on June 25, 2025.

The assessment has yielded a well-being strategy for the City and includes:

1. A report of findings
2. A custom blueprint for the City of Miami Beach
3. A proposal for a 5-year partnership with Blue Zones

4. Leveraging the national development team to secure local sponsorships to fully fund the program.

This item allows the Blue Zones team to present the assessment findings and provide an update on where we are and next steps.

ANALYSIS

FISCAL IMPACT STATEMENT

n/a

Does this Ordinance require a Business Impact Estimate?

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

CONCLUSION

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

Yes

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Office of Commissioner Tanya K. Bhatt

Sponsor(s)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Condensed Title

Discuss/Take Action, Update on Blue Zone Initiative. (Bhatt)

Previous Action (For City Clerk Use Only)