



BLUE ZONES™

live better, longer™

ASSESSMENT, READINESS,
AND FEASIBILITY REPORT

Mid-Peninsula, California

August 2026

Peninsula Health Care District

Board of Directors



Lawrence Cappel
Chair



Frank Pagliaro
Vice Chair



Henry Sanchez
Secretary



Dennis Zell
Director



Rick Navarro
Director

Blue Zones Planning and Steering Committee

Steering Committee	Planning Committee
Darian Harris	Alec Raffin
Councilmember Donna Colson	Georgia Farooq
Supervisor Jackie Speier	Laura Bent
John Jurrow	Leah Cowan
Senator Josh Becker	Rosanne Foust
Councilmember Lisa Diaz Nash	
Pat Curran	

AGENDA

1	BLUE ZONES OVERVIEW Nick Buettner
2	ASSESSMENT FINDINGS & READINESS OVERVIEW Danny Buettner, Jr, Kelsie Cajka, Jaclyn Cheeves, Margaret Brown
3	MID-PENINSULA BLUE ZONES PROJECT OPTIONS Danny Buettner, Jr.
4	Next Steps & Q&A All Participants

WHO WE ARE

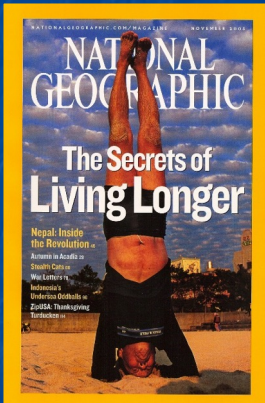
Blue Zones brings over 20 years of research, exploration, and well-being solutions from the world's most extraordinary cultures—the **blue zones**—where people have lived better and longer than anyone else on the planet.

OUR PURPOSE

To empower everyone, everywhere to live better, longer.

OUR PROMISE

More good years.

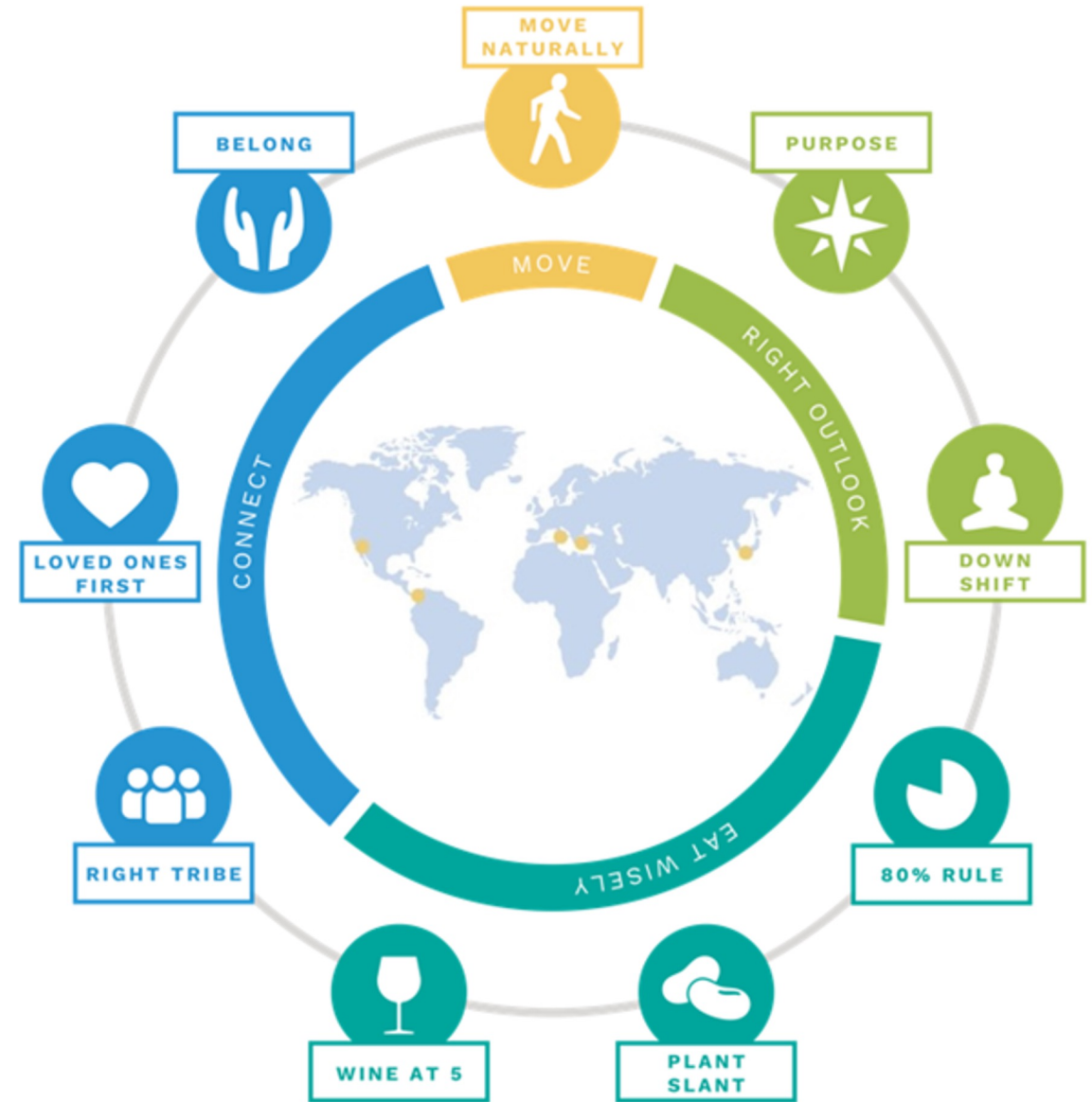


Partnered with and trusted by leading organizations:



Power 9[®]

Lifestyles of all blue
zones centenarians
shared
NINE COMMONALITIES
We call these characteristics
the Power 9.



Blue Zones – Solution Model

LIFE RADIUS®

Most Americans spend 90% of their lives within the area close to home. We call this the **LIFE RADIUS**.

That's where we focus—implementing *permanent* and *semi-permanent* changes to where people spend the majority of their waking lives.

At homes, schools, worksites, grocery stores, restaurants, and faith-based organizations.

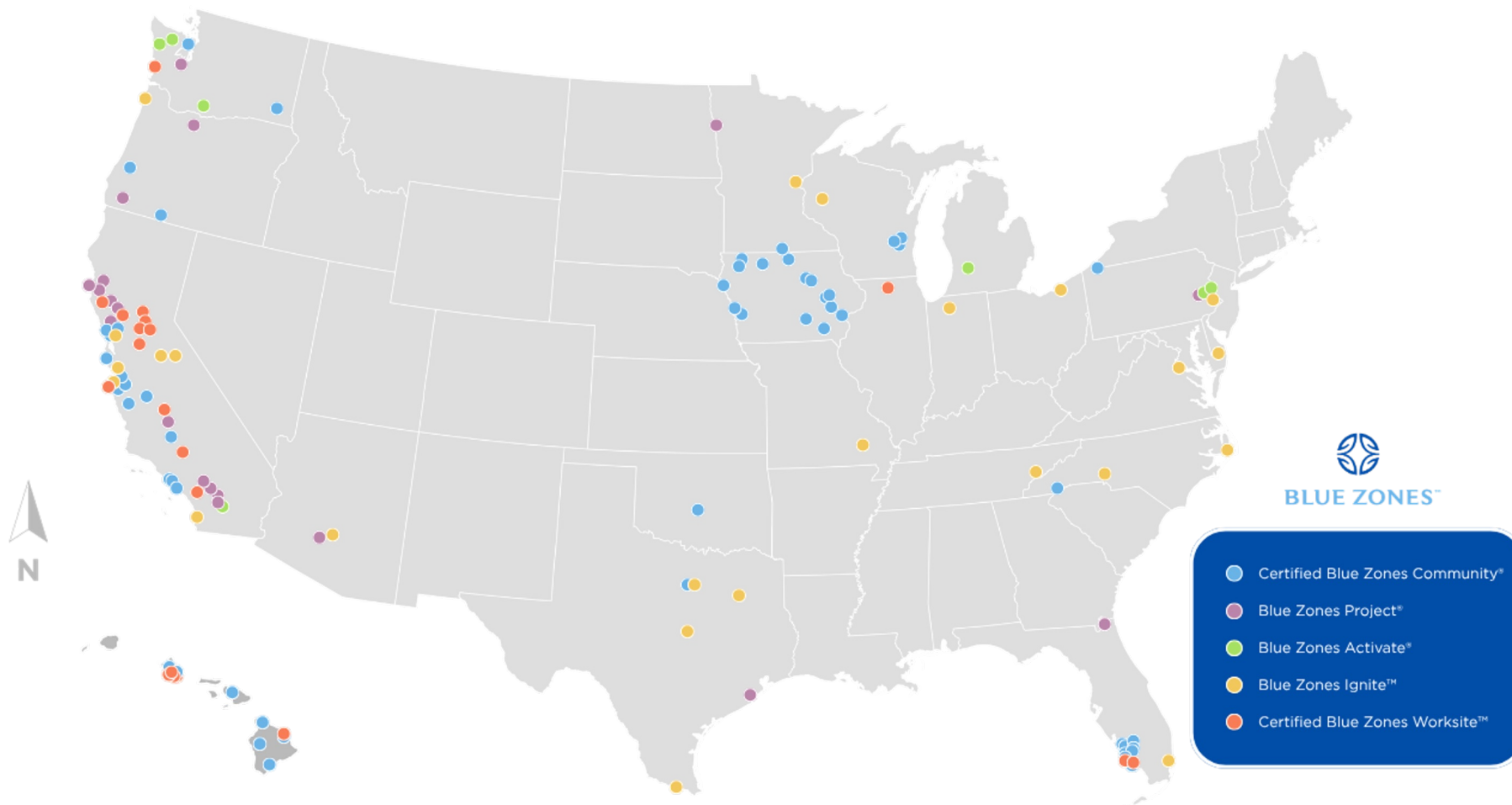
We make healthy choices easier—even unavoidable.

Where you spend your time and who you spend it with is the intervention that transforms well-being.



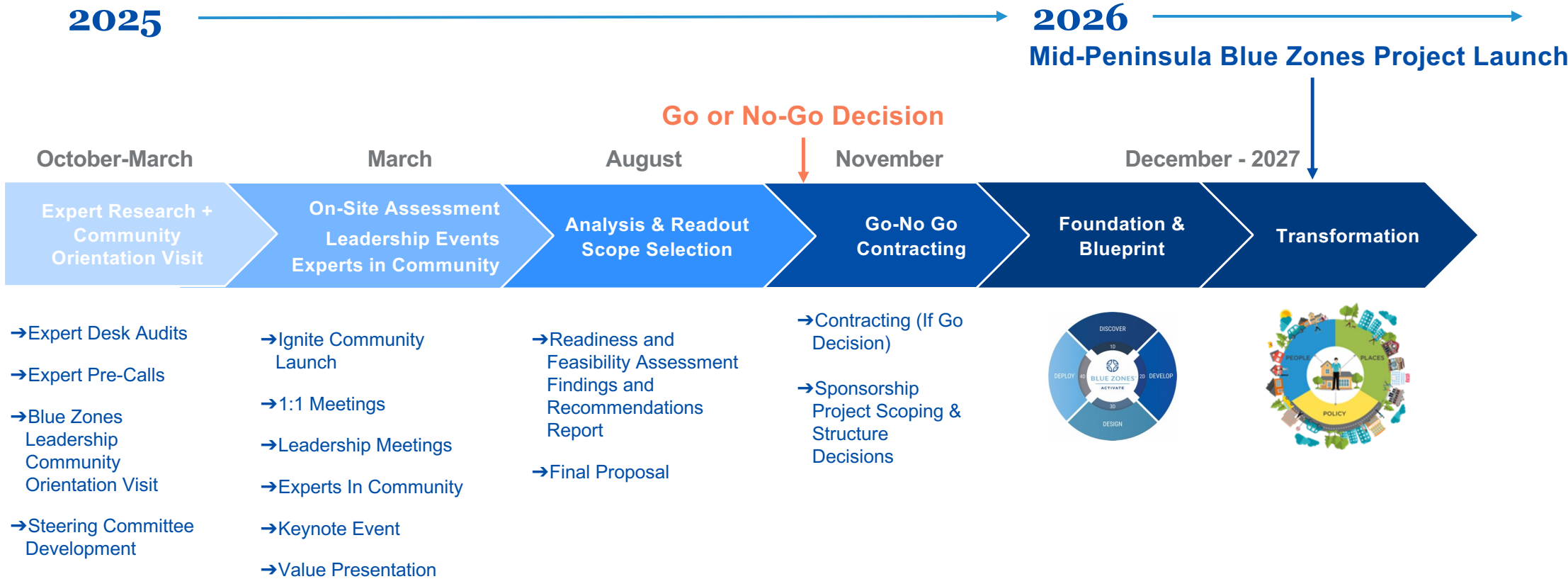
BLUE ZONES TRANSFORMATIONS

BLUE ZONES HAS DEPLOYED TO **8.5M+ LIVES** IN **OVER 90** COMMUNITY / WORKSITE PROJECTS ACROSS **17** STATES OVER THE COURSE OF **14 YEARS** TO IMPROVE HEALTH AND WELL-BEING



Blue Zones Ignite

DEVELOPMENT TIMELINE AND MILESTONES



Our Team



Ben Leedle
CEO



Shelly Trumbo
EXECUTIVE VICE PRESIDENT
& CHIEF TRANSFORMATIONS
OFFICER



Margaret Brown
VP, BUSINESS
DEVELOPMENT



Amelia Clabots
CHIEF FINANCE
OFFICER



Steve Samples
SENIOR FINANCIAL
ANALYST



April Lunde
VP, GENERAL
COUNSEL



Naomi Imatome-Yun
EXECUTIVE VICE PRESIDENT,
EDITOR IN CHIEF, & CHIEF
MARKETING & COMMUNICATIONS
OFFICER



Sarah Bowman
VP, POLICY
OPERATIONS &
DEVELOPMENT



Kelsie Cajka
TRANSFORMATION
OPERATIONS DIRECTOR



Genevieve LeBlanc
DIRECTOR OF FOOD
SYSTEMS



Jaclyn Cheves
DIRECTOR OF POLICY &
PARTNERSHIPS



Chris Danley
BUILT ENVIRONMENT
EXPERT



Rachel Pincumbe
PROJECT MANAGER



Aislinn Kotifani
SENIOR MANAGER, DIGITAL,
SOCIAL & EDITORIAL



Sophia Piña-McMahon
DIGITAL PRODUCTION
EDITOR



Marley Jaoudi
POLICY COORDINATOR



Readiness Overview & Assessment Findings Overview

Readiness & Feasibility Evaluation

Transformation begins with true readiness. Communities that achieve lasting Blue Zones outcomes have leaders aligned, residents engaged, environments prepared, and policies primed for change.

During the Ignite assessment, Blue Zones utilizes a **Readiness Scorecard**, a structured process that determines how ready a community is to implement Blue Zones transformation efforts and to evaluate preparedness across key categories critical to long-term success. This scorecard helps identify strengths, surface potential risks, and guide strategic decision-making.

**True Readiness for
Community
Transformation Equals:**



Leadership is aligned, committed, and visible.

Residents are ready and willing to engage.

Key organizations are primed to implement evidence-based changes.

The physical environment has a foundation to build upon.

Policy pathways are accessible, with champions ready to act.

Equity and inclusion are embedded across all initiatives.

Funders are apparent, ready, and willing to support well-being transformation.

Detailed Readiness & Feasibility Rubric

	Leadership Commitment		Update this list of meetings that you had within each category and rate the level of commitment and interested based on those conversations. Also, add in a description of your readiness score given. Once complete, please provide a score 1-5.	
Stakeholder List: Interviews, Focus Groups, Tours, etc.	City and /or county Level Leadership (Mayors, City Managers, Planning Directors etc.)	 Chris Danley	Most of the members we met with expressed interest, support, or alignment. San Mateo: The Community Development Director was fantastic and welcoming. Strong alignment with him. Public Works and Transportation people were supportive, but not overly excited and felt like they were already doing what they could to. Parks staff was great and welcoming, supportive. Overall, SM is facing budget issues that will make implementation tough and support hard due to competing interests. B-Game: similar to SM. Council and leadership seemed interested and supportive, expressed strong funding capacity. Staff was generally supportive and interested in certain facets. The community is in great shape and has modest needs compared to surrounding cities. San Bruno: Council member was wonderful and supportive. Staff was generally on board but the potential significant funding issues they face in a place with a 1B backlog is very hard. This is THE city of the three that needs the most support overall.	nt  Kelsie Cajka
Stakeholder List: Interviews, Focus Groups, Tours, etc.	Food Systems/Food Access	 Genevieve LeBlanc	Executive directors from the region's farmers market organizations were highly collaborative, generous with their time, and demonstrated a strong commitment to community wellbeing, particularly in underserved areas. School food service staff expressed interest in advancing healthier food environments and identified several areas of alignment, although it remains unclear whether they currently have the staffing capacity, operational bandwidth, or institutional authority needed to implement broader systems level changes. Leaders from local nonprofits, public agencies, and governmental organizations were engaged and collaborative throughout the assessment process, while also consistently highlighting the significant funding constraints limiting their ability to expand programs and sustain long term work. Key food access leaders, including Second Harvest of Silicon Valley and Samaritan House, demonstrated strong community knowledge, deep regional partnerships, and a clear commitment to advancing equitable food access across the county.	 Kelsie Cajka
Stakeholder List: Interviews, Focus Groups, Tours, etc.	Worksites	 Kelsie Cajka	Worksite readiness reflects a moderate foundation with clear opportunities for deeper engagement. During the Ignite process, meetings with the Burlingame Chamber of Commerce, the San Mateo Chamber of Commerce and SAMCEDA provided valuable insights into the small- and medium-sized business landscape and demonstrated general interest in employee well-being initiatives across a range of worksites. These organizations serve as strong connectors and communication channels, particularly for reaching a broad base of employers. However, no direct meetings were conducted with large employers' HR departments, limiting visibility into existing workplace wellness strategies, benefit structures, and leadership priorities at scale. As a result, while there is baseline awareness and	Overall readiness for local project management capacity is limited at this stage. Peninsula Health Care District served as the primary owner of the Blue Zones Ignite assessment, with a steering committee in place; however, engagement from the committee was inconsistent in completing tasks and advancing community-wide outreach. While the assessment was ultimately completed, there were delays in executing components of the People, Places, and Policy work, along with uneven stakeholder participation throughout the process. This indicates a need for a more structured and distributed project management approach moving forward. Strengthening accountability, clarifying roles, and establishing consistent engagement strategies across sectors will be important to ensure sustained momentum and effective implementation if the community advances into a full Blue Zones transformation. San Mateo demonstrates moderate operational complexity. As a larger city with multiple departments, active commissions, and a diverse set of stakeholders, decision-making can require coordination across several layers of leadership. While there are established processes and experienced staff, cross-department alignment is not always streamlined, and collaboration across sectors can vary depending on the initiative. This creates some friction in moving efforts forward quickly, though the structure is functional and capable with the right coordination. Burlingame shows moderate to moderately low operational complexity. The city benefits from a smaller scale and generally more accessible leadership, which can support quicker coordination and clearer communication pathways. Departments and community partners tend to be more connected, though some coordination is still required across sectors. Overall, Burlingame is relatively nimble compared to its neighbors, with fewer barriers to cross-sector collaboration. San Bruno reflects moderate to higher operational complexity. While there are opportunities for alignment, coordination across departments and sectors appears less consistent, and engagement pathways are not always clearly defined. This can result in slower decision-making and challenges in maintaining consistent communication across stakeholders. Additional structure and alignment would be needed to streamline implementation efforts. Across the Peninsula Health Care District service area, the combined operational landscape is moderately complex. While each city operates independently with its own governance structure and priorities, there are shared regional assets and some history of collaboration. However, coordination across San Mateo, Burlingame, and San Bruno is not fully integrated, and efforts can feel fragmented without a centralized structure to align priorities and communication. Advancing a Blue Zones transformation across all three communities would require intentional regional coordination, clear governance, and strengthened cross-sector communication to reduce duplication, align efforts, and create a more cohesive approach.



General Community Readiness (65%)



LEADERSHIP COMMITMENT – 25%

Local leadership is engaged in the Blue Zones process, understands the objectives of a Blue Zones Project, and are committed to being champions of a long-term transformative effort.

IMPLEMENTATION FEASIBILITY – 15%

The community demonstrates strong leadership candidates, sufficient capacity for participation, and manageable operational complexity — factors that signal readiness for successful implementation.

APPETITE FOR CHANGE – 10%

The Gallup Snapshot indicates community interest in change, and the community is responsive to focus groups and events. There is overall excitement and energy about a potential partnership.

FINANCIAL FEASIBILITY – 15%

The community is well-positioned to secure funding for a full Blue Zones Project, with engaged prospective sponsors and cross-sector strategies in place to attract diverse partners.

People Readiness (10%)

Readiness: A reflection of the social infrastructure, leadership engagement, and resident activation capacity necessary to support well-being transformation.



LEADERSHIP COMMITMENT: Key leaders across public, private, and non-profit sectors are aligned in their understanding of the Blue Zones Project goals and are visibly committed to championing and/or funding the effort.

COMMUNITY CHAMPIONS IDENTIFIED: Grassroots influencers and trusted voices within the community are engaged and prepared to inspire broad resident participation.

RESIDENT ENGAGEMENT: There is an existing culture or appetite for civic engagement, volunteerism, and grassroots movement building among residents.

DIVERSITY AND INCLUSION: Key demographic groups, including underserved populations, are represented in the project's planning and execution structures.

CAPACITY FOR VOLUNTEERISM: There is an infrastructure to organize, recruit, and manage volunteers across multiple neighborhoods and sectors.

Places Readiness (10%)

Readiness: A reflection of the built environment, organizational infrastructure, and workplace settings that influence daily behaviors and can be leveraged for sustainable change.

INVENTORY OF PRIORITY SETTINGS: A comprehensive baseline exists of worksites, schools, grocery stores, restaurants, faith-based organizations, and neighborhoods ready for Blue Zones interventions.

ORGANIZATIONAL WILLINGNESS: A critical mass of institutions (worksites, schools, community organizations) have demonstrated interest and readiness to adopt evidence-based best practices.

EXISTING HEALTHY INFRASTRUCTURE: There are visible investments or plans to invest in walkability, bikeability, parks, access to healthy foods, and other elements that support well-being.

COLLABORATIVE NETWORKS IN PLACE: Existing coalitions or sector-based networks (e.g., business alliances, school collaboratives, food policy councils) can be leveraged for place-based initiatives.

PUBLIC SUPPORT FOR ENVIRONMENT ENHANCEMENTS: There is public momentum for improving the physical environment through policies, design standards, or funding mechanisms.



Policy Readiness (15%)

Readiness: A reflection of the community's ability to adopt, implement, and enforce policies that shape healthier environments and support long-term change.



POLICY CHAMPIONS IDENTIFIED: Elected officials, staff, and advocacy leaders are aligned to support policy changes aligned with Blue Zones principles.

RECENT POLICY MOMENTUM: The community has demonstrated recent success in passing or implementing well-being-related policies.

POLITICAL CLIMATE SUPPORTIVE: The current political and civic environment is favorable toward public health, sustainability, and community-wide well-being initiatives.

CAPACITY FOR POLICY DEVELOPMENT AND IMPLEMENTATION: The local government has the staffing, desire, and expertise to draft, advance, and implement new policy changes.

COMMUNITY VOICE IN POLICY: There are mechanisms in place (such as town halls, public surveys, participatory budgeting) that ensure resident voices help shape policy priorities.

STRONG COMMUNITY ENGAGEMENT

Mid- Peninsula community leaders and residents demonstrated strong interest and support for a Blue Zones Project initiative by attending several key events.



BLUE ZONES KEYNOTE

More than **187** individuals attended the in-person presentation that provided an overview of Blue Zones history and research.



COMMUNITY DIALOGUE

Convened more than **23** community leaders for in-person collaborative discussions.

- Presidential Roundtable
- Value Presentation



FOCUS GROUP SESSIONS & IN-DEPTH 1:1 INTERVIEWS

Approximately **56** individuals participated in the sessions to discuss key sectors of policy, schools, worksites, and community engagement.



GENERAL COMMUNITY READINESS

Moderate

Leadership Commitment

Appetite for Change

Funding Feasibility

PEOPLE, PLACES, AND POLICY READINESS

Moderate - High

Built Environment (All Communities)

Food Systems (All Communities)

San Mateo-Foster City Schools

Burlingame Schools

Moderate

Community Engagement (People) / Civic &
Faith-Based Organizations

San Bruno Schools

Worksites

Grocery Stores

Restaurants

Blue Zones Readiness Scoring Logic



< 3.0 >

MODIFIED PORTFOLIO FIT

Risks identified for
community transformation.
Better fit for schools, org
well-being, or brands.



3.0 - 3.9 >

SECTOR TRANSFORMATION

Some gaps, better fit for
Blue Zones Activate People,
Places, or Policy.



4.0 - 5.0

FULL TRANSFORMATION

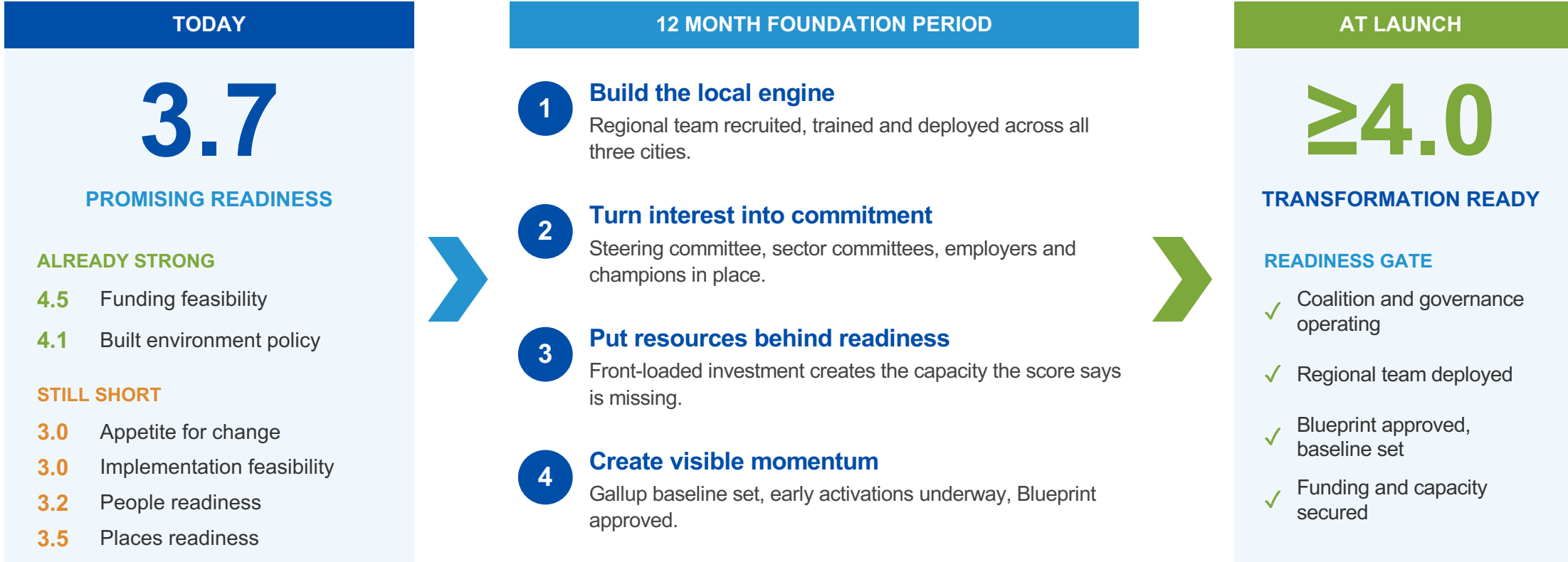
High Readiness and Capacity
for a Blue Zones Project
implementation.

Mid-Peninsula - Overall Readiness Score

CATEGORY	WEIGHT	SCORE
Leadership Commitment	25%	3.8
Appetite for Change	10%	3.0
Implementation Feasibility	10%	3.0
Funding Feasibility	20%	4.5
Policy Readiness (Built Environment)	15%	4.1
Policy Readiness (Food Systems)		3.5
Places Readiness	10%	3.5
People Readiness	10%	3.2
AVERAGE SCORE		3.7

From 3.7 to 4.0+

THE FOUNDATION PERIOD BUILDS THE READINESS IT REQUIRES



Unique Partnership Opportunities

Existing Infrastructure

Utilize established countywide organizations to deliver programming, reducing implementation costs. Embed Blue Zones into existing meetings, events, and trusted community leadership networks.

Thrive Alliance Partner

Position Thrive Alliance as the primary nonprofit implementation partner. Integrate programming into Capacity Building, Policy & Advocacy, and Community Resilience workstreams.

Age-Friendly Initiatives

Align directly with the Age-Friendly San Mateo Action Plan. Focus on expanding safe walking routes, age-friendly business programs, intergenerational models, and connection events.

Chambers of Commerce

Engage San Mateo, Burlingame, and San Bruno Chambers to recruit local employers into the Blue Zones Approved™ Worksite program, leveraging existing business networks.

Train-the-Trainer Model

Train nonprofit leaders, city staff, and key volunteers to lead events. Position Blue Zones staff as strategic advisors to build deep, sustainable local program ownership.

Process & Metrics Focus

Design partnerships to advance key people and places metrics. Measure success across social connection, volunteerism, built environment improvements, and well-being policy.



Transformation Model

Transformation Model Process

Assessment

- Preliminary community assessment
- Focus groups, 1:1's
- Presentations
- Well-Being Driver Analysis
- Sponsor identification and Value, Impact, and ROI analysis

CIVIC & FAITH-BASED ORGANIZATIONS

Opportunity Highlights

During the Blue Zones Ignite assessment, our expert team identified several key opportunities to enhance civic and faith-based organizations in San Mateo County to increase community connection and purpose:

PRIORITIZE PREVENTION BY EMBEDDING HEALTHY CHOICES INTO DAILY LIFE FOR EVERYONE IN PARTNERSHIPS WITH SAMARITAN HOUSE

DEVELOP A COORDINATED VOLUNTEER ECOSYSTEM

SCALE CULTURALLY COMPETENT AND PLACE-BASED APPROACHES

LEVERAGE THE LIBRARY AS A HUB FOR COMMUNITY WELL-BEING AND FOOD SYSTEMS ENGAGEMENT

UTILIZE DATA TO DRIVE DECISION-MAKING AND INVESTMENT

BUILD A SHARED VISION BY UNITING INITIATIVES ALREADY IN MOTION WITH PARTNERS SUCH AS PENINSULA HEALTHCARE DISTRICT AND THRIVE

EXTEND WORKSITE WELL-BEING SUPPORT TO THE NONPROFIT SECTOR THROUGH PARTNERSHIPS WITH THRIVE AND CHAMBERS

POSITION SAN MATEO COUNTY AS THE REGIONAL MODEL FOR HEALTHY AGING

ENGAGE THE PRIVATE SECTOR AS A PARTNER IN WORKFORCE AND COMMUNITY WELL-BEING

School District Well-Being Opportunities

During the Blue Zones Ignite assessment, our expert team identified several key opportunities to enhance school environments in San Mateo County to promote student well-being:

Burlingame

Elementary School District

- **Culture & Operations:** Embed well-being into daily routines and walking meetings.
- **Wellness Champions:** Unify leaders through a district School Well-Being Collaborative.
- **Equitable Food Access:** Partner to expand scratch-cooked meals and school gardens.
- **Built Environment:** Enhance crosswalks, bike facilities, and Safe Routes.
- **Social Connection:** Foster face-to-face interaction and student mental health.
- **Staff Well-Being:** Prioritize workplace wellness strategies and retention.

San Bruno Park

School District

- **Healthy Worksites:** Implement workplace wellness to retain and support staff.
- **Built Environment:** Improve safe routes, sidewalk connectivity, and crosswalks.
- **Community Hubs:** Open school facilities for gardens, recreation, and family events.
- **Scale Healthy Food:** Adopt nutritional standards for district events and meetings.
- **Responsive Outreach:** Engage multilingual families with inclusive programs.
- **Unified SEL Strategy:** Embed social-emotional learning into campus culture.

San Mateo-Foster City

School District

- **Policy for Impact:** Codify recess, classroom movement, and nutrition policies.
- **County Collaboration:** Partner with neighboring districts to align wellness goals.
- **Food Systems:** Connect healthy meals, scratch cooking, and food access.
- **Daily Movement:** Conduct student walk audits and establish walking buses.
- **Student Leadership:** Establish Student Well-Being Ambassadors.
- **Family Engagement:** Build relationship-based, multilingual outreach networks.

WORKSITES

Opportunity Highlights

During the Blue Zones Ignite assessment, our expert team identified several key opportunities to optimize worksite environments in San Mateo County to enhance employee well-being:

BUILD A
PENINSULA
EMPLOYER WELL-
BEING
COLLABORATIVE
IN PARTNER WITH
LOCAL
CHAMBERS

CONNECT
COMMUNITY WITH
A SMALL
BUSINESS AND
RESTAURANT
NETWORK

HOST LOCALIZED
COMMUNITY EVENTS
SUCH AS EMPLOYER-
SPONSORED OPEN
STREETS EVENTS,
HEALTHY RESTAURANT
WEEK AND BIKE TO
WORK

REDESIGN THE
WORKPLACE LIFE
RADIUS FOR
COMMUNITY IMPACT

IMPLEMENT HYBRID
WELL-BEING
STRATEGIES

INSPIRE MAJOR
EMPLOYERS TO
BECOME
CHAMPIONS AND
EARLY ADOPTERS

RESTAURANTS

Opportunity Highlights

During the Blue Zones Ignite assessment, our expert team identified several key opportunities to optimize restaurant environments in San Mateo County to make healthy choices easier:

INCORPORATE BLUE ZONES BEST PRACTICES INTO RESTAURANT ENVIRONMENTS

ACTIVATE SMALL BUSINESS NETWORKS THROUGH DOWNTOWN PARTNERSHIPS

IMPLEMENT CULTURALLY RELEVANT NUTRITION STRATEGIES

LAUNCH HEALTHY DINING CAMPAIGNS ACROSS THE COUNTY IN PARTNERSHIP WITH *AS FRESH AS IT GETS* CAMPAIGNS

INTEGRATE EXISTING LOCAL PROGRAMMING WITH BLUE ZONES BEST PRACTICES

ELEVATE AND SUPPORT HOSPITALITY STAFF WELL-BEING

GROCERY STORES

Opportunity Highlights

During the Blue Zones Ignite assessment, our expert team identified several key opportunities to optimize grocery store environments in San Mateo County to make healthy choices easier:

INTRODUCE
HEALTHY VALUE
PROMOTIONS INTO
LOCAL GROCERY
STORES

LAUNCH
CULTURALLY
RELEVANT
HEALTHY
CAMPAIGNS

INTRODUCE
CORNER STORE
IMPROVEMENT
BEST PRACTICES

IMPLEMENT
NEIGHBORHOOD
EQUITY
STRATEGIES IN
AREAS SUCH AS
NORTH AND EAST
SAN MATEO

LEVERAGE
FARMERS
MARKETS FOR
NUTRITION
EDUCATION

ACT AS A
CONVENER FOR
GROCERY STORE
PARTNERSHIP WITH
EMPLOYERS AND
HEALTHCARE

INSPIRE
RESIDENTS
THROUGH
CONSUMER
EDUCATION

BUILT ENVIRONMENT

Opportunity Highlights

During the Blue Zones Ignite assessment, the Built Environment team identified six key opportunities to help make San Mateo County a healthier, more walkable, and connected community:

FILL GAPS IN EAST-WEST AND FIRST- AND LAST-MILE TRANSIT ACCESS

STRENGTHEN SAFE ROUTES TO SCHOOL WITH QUICK BUILDS AND ENHANCED COMMUNITY ENGAGEMENT

EXPAND ANTI-LONELINESS CAMPAIGN THROUGH GATHERING PLACE INITIATIVES

ACTIVATE KEY COMMUNITY AREAS WITH SUB-AREA PLANS

DESIGN A REGIONAL WAYFINDING SYSTEM

EXPAND MICRO-PARKS, PARKLETS, AND POCKET PLAZAS

Built Environment Opportunity Highlights

Key opportunities identified during the Blue Zones Ignite assessment to improve transit, mobility, and public spaces in San Mateo County

REGIONAL PRIORITIES

Transit Access: Bridge the first- and last-mile connectivity to regional transit like SamTrans through microtransit and shared mobility.

Safe Routes: Supplement county programs with near-term "quick-build" infrastructure and advocate network outreach.

Anti-Loneliness: Create intergenerational "third places" in public spaces, involving older adults in design and stewardship.

BURLINGAME

Bayfront Plan: Integrate land use with transit, proving how walkable development boosts resilience.

Grant Writing: Bolster staff capacity and integrate health outcomes into street safety grant narratives.

Park Plan: Implement an equity-focused, distributed micro-park network from underused parcels.

Vision Zero: Apply hotspot analysis to prioritize traffic calming around key community hubs.

SAN BRUNO

Safe Food Routes: Pair infrastructure with low-cost tactics to prioritize equitable nutrition access.

Activity Campus: Establish a "Healthy Corridor" linking the Community Center and city parks.

Zoning Update: Modernize commercial zoning to balance housing and neighborhood retail.

Belle Air Plan: Address economic disparities through targeted park and active transit investments.

SAN MATEO

Joint Use: Leverage city-school agreements to improve public access to gyms and recreational fields.

Placemaking: Expand park access via cost-effective micro-parks and temporary parklets.

Complete Streets: Focus on pedestrian and cyclist safety along key city corridors.

Master Plan: Prioritize human-scaled, walkable downtown streets and active wayfinding.

FOOD SYSTEMS

Opportunity Highlights

During the Blue Zones Ignite assessment, the Food Systems team identified several key opportunities to make healthy food more accessible and affordable for everyone in San Mateo County:

ADVANCE FOOD IS
MEDICINE
INITIATIVES

ADVANCE
REIMBURSEMENT
PATHWAYS FOR
MEDICALLY
SUPPORTIVE
FOOD

ADVANCE POLICY
REFORMS TO
POSITION FARMERS
MARKETS AS
COMMUNITY WELL-
BEING HUBS

LEVERAGE
INSTITUTIONAL
PURCHASING TO
SUPPORT LOCAL
PRODUCERS AND
COMMUNITY HEALTH

BUILD
NEIGHBORHOOD
FOOD SHARING
AND RECOVERY
INFRASTRUCTURE

ADVANCE WHOLE
CHILD WELLNESS
THROUGH SCHOOL
FOOD POLICIES

Food Systems Opportunity Highlights

Key opportunities identified during the Blue Zones Ignite assessment to make healthy food accessible and affordable in San Mateo County

REGIONAL PRIORITIES

Food as Medicine: Expand initiatives with data collection on health outcomes for uninsured.

Reimbursement: Advocate for Health Plan of San Mateo coverage under ECM.

Purchasing: Adopt GFPP and "As Fresh As It Gets" frameworks.

Farmers Markets: Modernize policies to reduce barriers for cooking demos.

Food Recovery: Expand community fridges and digital connection hubs.

BURLINGAME

Market Access: Mandate CalFresh (SNAP) acceptance for all market operators with 1-year transition.

School Food: Integrate hands-on education, cafeteria design, and gardens into a wellness strategy.

Urban Agriculture: Strengthen school gardens through partnerships like The HEAL Project.

Plant-Forward: Establish plant-forward default policies for municipal events.

SAN BRUNO

Targeted Systems: Prioritize data-driven interventions in high-need, vulnerable areas.

Grocery Incentives: Leverage independent retailers for nutrition programs (e.g., Double Up Bucks).

Sustainable Funding: Explore long-term revenue sources like beverage taxes to fund initiatives.

Urban Agriculture: Implement Urban Agriculture Incentive Zones Act (Assembly Bill 551) to convert underused land to community gardens.

SAN MATEO

Redevelopment: Mitigate grocery closures using mobile markets and FRESH incentives.

Mobile Innovation: Launch healthy, culturally relevant mobile food programs.

Market Equity: Mandate CalFresh (SNAP) acceptance for all operators.

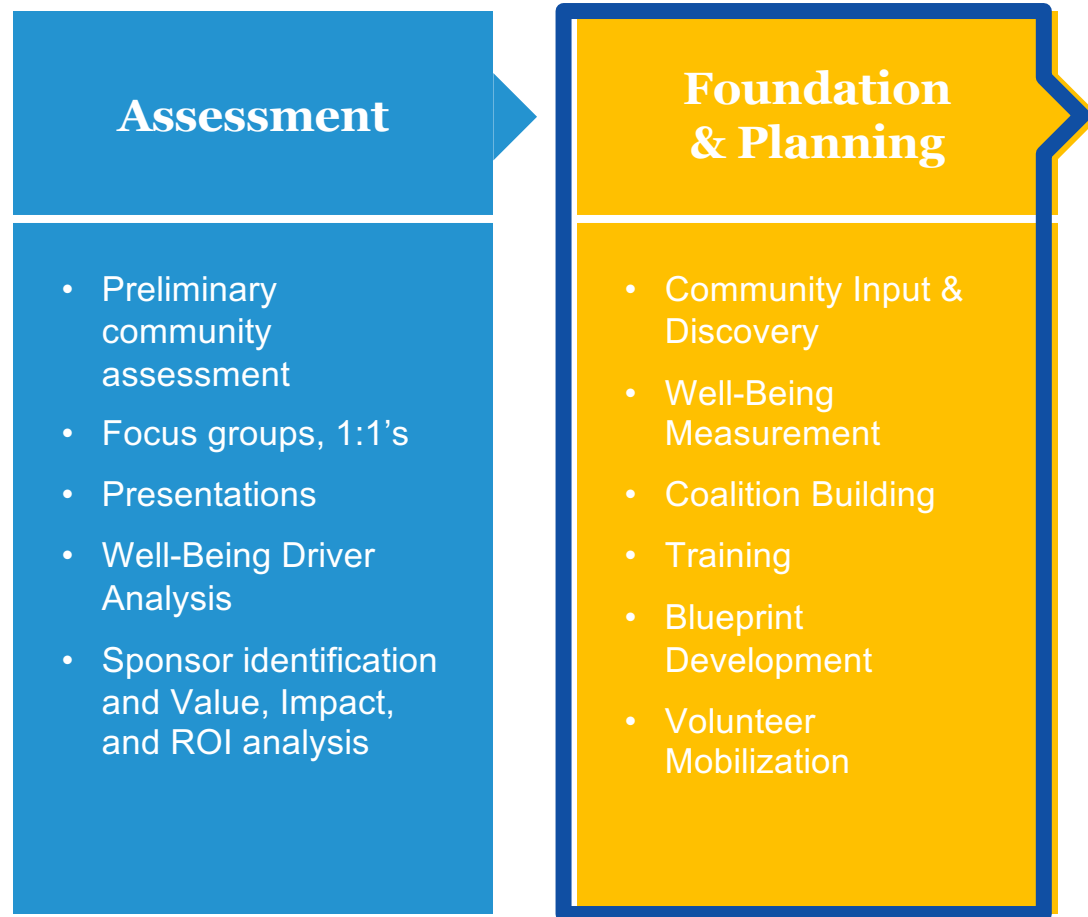
Community Hubs: Integrate cooking demos and seed lending at public libraries and senior centers.



Foundation Period



Transformation Model Process



Project Foundation Period by Month



Project Foundation Period by Month



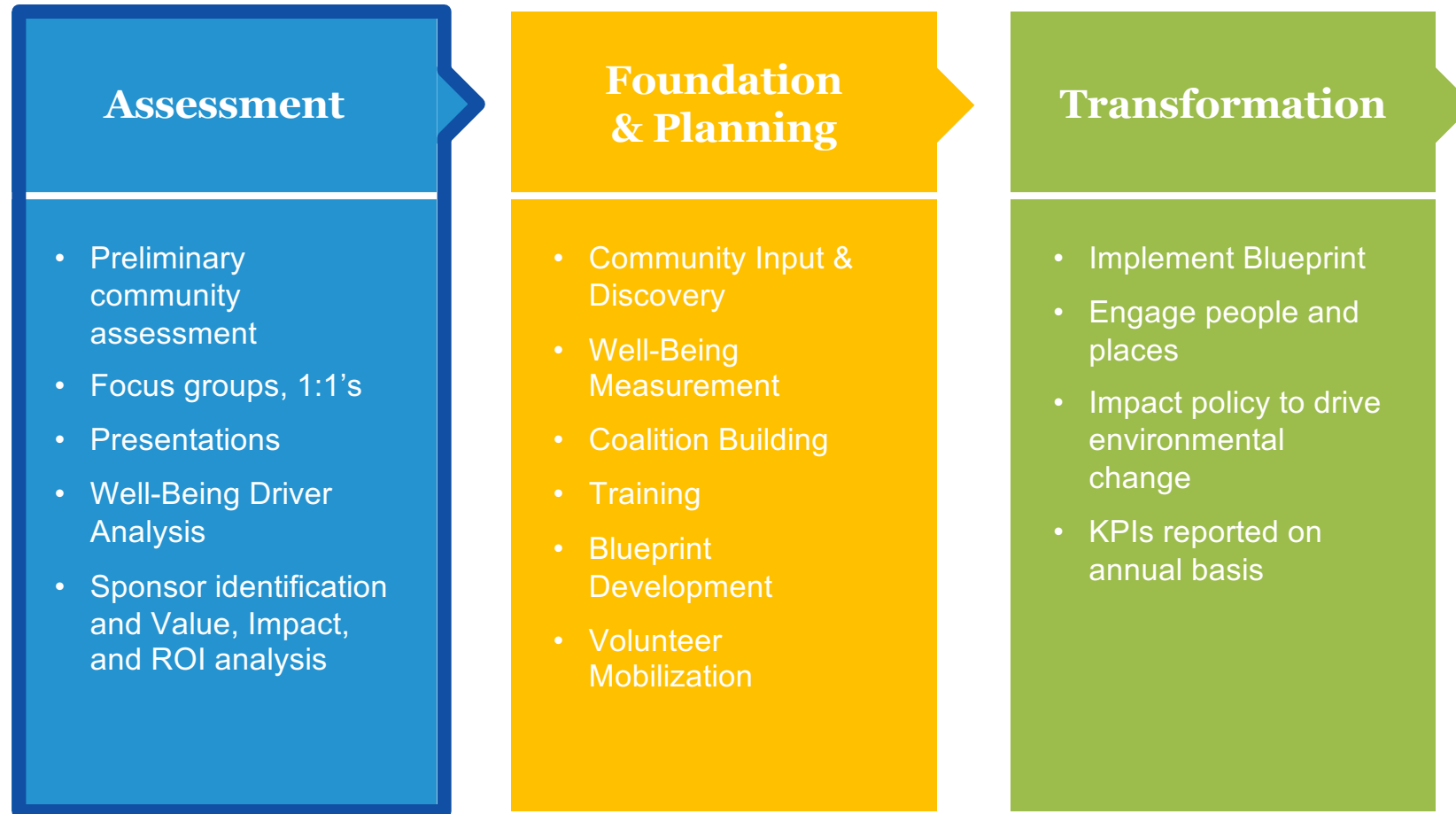
Project Foundation Period by Month



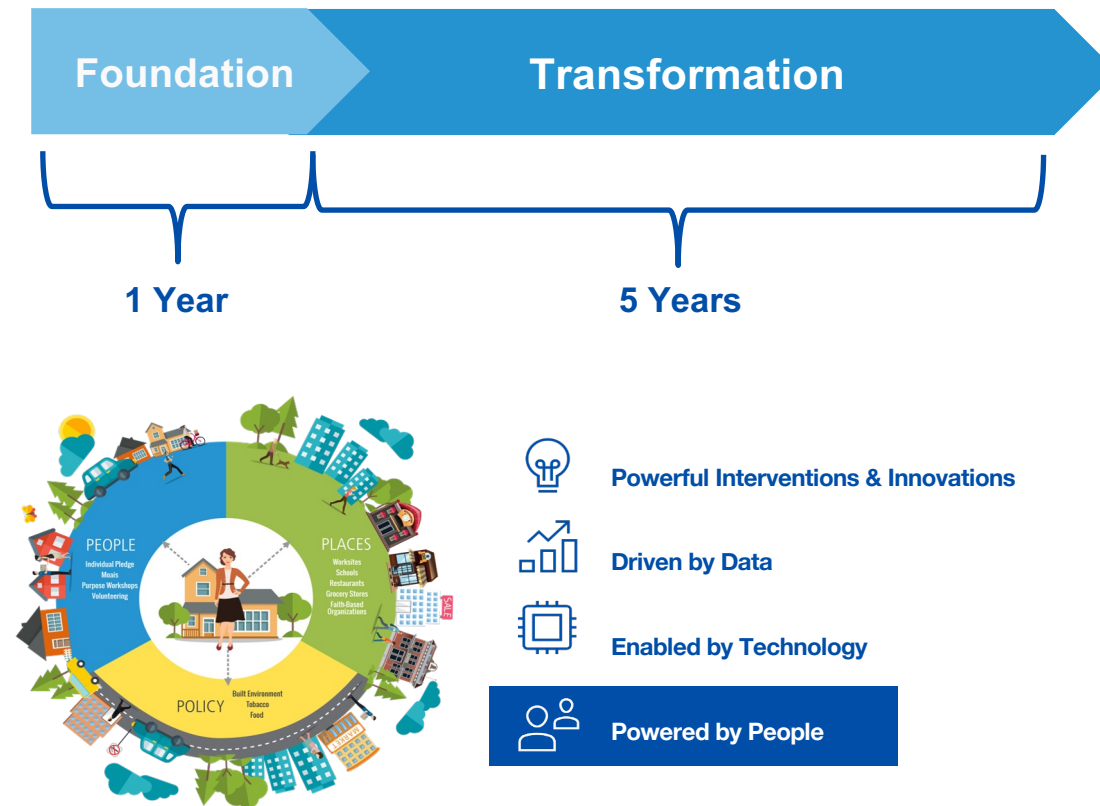


Blue Zones Transformation & Certification

Transformation Model Process



Blue Zones Project Transformation



POLICY:

- Accessible and Connected Streets and Sidewalks
- Vibrant Spaces and Town Centers
- Green Spaces
- Food Systems
- Community Gardens and Farmers Markets
- Public Transportation

PLACES:

- Schools
- Worksites
- Restaurants
- Grocery Stores
- Faith and Civic Organizations

PEOPLE:

- Purpose Workshops
- Moais (Walking and Potluck)
- Neighborhood Groups and Associations
- Curated Volunteer Experiences
- Milestone Celebration Events (All Citizens)

People Powered Engine for Transformation



Transformation Model Process



Blue Zones Certification Criteria

Awareness & Engagement of Leadership, Citizens and Organizations

Improvement in Key Components and/or Overall Well-Being
Reduction in Health and Well-Being Risks
Evidence of Change Deployed to People, Places and Policy
Improvement in Key Community Self-Reported Metrics

BLUEPRINT

Initial Blue Zones Community Certification Is In Effect For 5 Years



Determining Value from Well-Being Improvement and Risk Reduction

Data Source: 2025 Gallup Well-being Index – San Mateo oversample data set.



Why Well-Being?

What Is Well-Being?

GALLUP

- High well-being means ***a life well-lived*** — all the things that are important to each of us, what we think about and how we experience our lives.
- Well-being is comprised of five interrelated and complimentary elements.

PURPOSE

Liking what you do each day and being motivated to achieve your goals

SOCIAL

Having supportive relationships and love in your life

FINANCIAL

Managing your economic life to reduce stress and increase security

COMMUNITY

Liking where you live, feeling safe and having pride in your community

PHYSICAL

Having good health and enough energy to get things done daily



PURPOSE



SOCIAL



FINANCIAL



COMMUNITY



PHYSICAL

The Official Well-Being Metric

GALLUP



Regions (Sampling)

Individuals (Census)

Global (Sampling)

2025

U.S. WBI: >3M Surveys Since 2008 (Statistically representative of the U.S. Population)

Global WBI: >500K Surveys Across 150 Countries

U.S. Panel: ~20K Respondents Tracked Longitudinally

Well-Being 5 – Real Age: >2000 Applied Workplaces

Golden Thread Metric – Global, Country, State, Region, Community, Organization, Family and Individual



PURPOSE



SOCIAL



FINANCIAL



COMMUNITY



PHYSICAL

Well-Being Value Translated

GALLUP

1 Point Sustained Increase in Well-Being

=

1 % Reduction Total HC Cost
2% Reduction Hospital/ER Admission
0.6% Reduction in Lost Productivity

0

Low

Low-Mid

Mid

Mid-Hi

High

100

10 Point Sustained Increase in Well-Being

=

9% Decrease in Disease Incidence Next Year

Improving Well-Being Drives Outcomes

GALLUP

Health Outcomes:

Healthcare Utilization
Hospital Admissions

**“People with higher well-being
perform better, cost less”**

Mental Health Outcomes:

Clinical Depression
Daily Emotions
Resilience
Adaptability

Physical



Measuring Well-Being & Risks for a Community

Mid-Peninsula, CA

2025 Data Gallup Pulse Survey

FIELD PERIOD | November 2025

MAIL INVITATIONS FOR A WEB SURVEY

Data Source: 2025 Gallup Well-being Index – oversample data set.

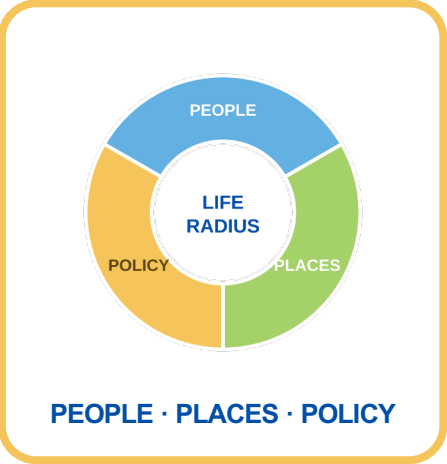


Blue Zones Project Mid-Peninsula

SCOPE: SAN MATEO CITY, SAN BRUNO AND BURLINGAME



Zip Codes	Total Population	225,600
94401	Under 18	45,460
94402	18-64	140,536
94403	Over 64	39,604
94404		
94066		
94010	Total Adults	180,140



COMMUNITY DETAIL

Community	Pop.	Adults
San Mateo City	139,900	111,599
San Bruno	42,700	35,538
Burlingame	43,000	33,003
Total	225,600	180,140

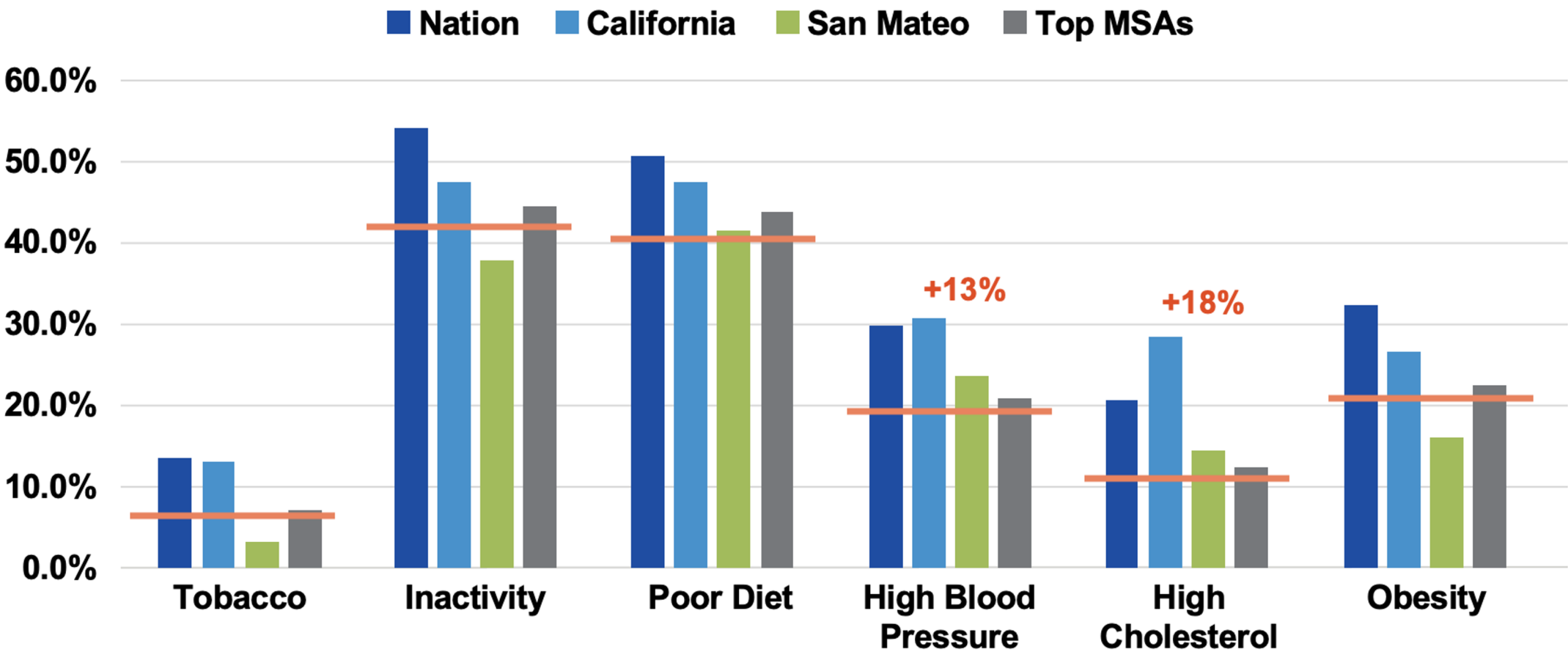
Select Behaviors & Conditions

Mid-Peninsula

GALLUP®

Adult Population 206,771

Modifiable Behaviors Prevalence



Disease

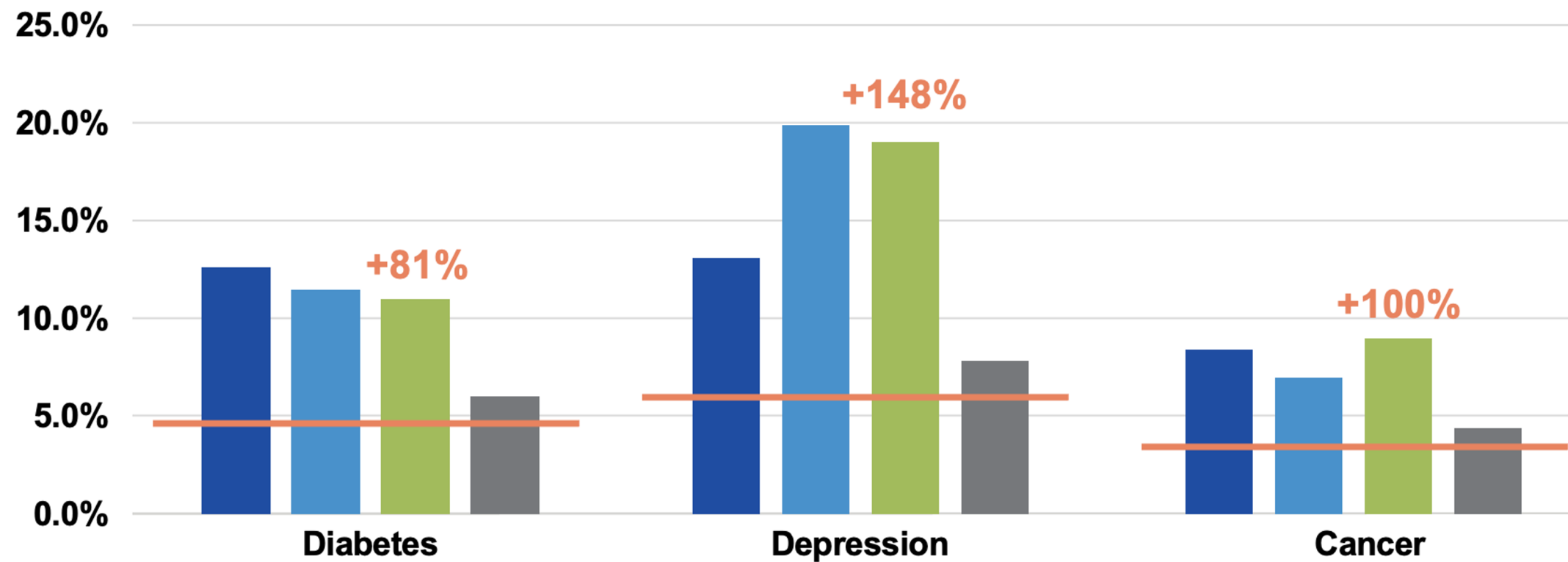
Mid-Peninsula

GALLUP®

Adult Population 206,771

Disease Prevalence

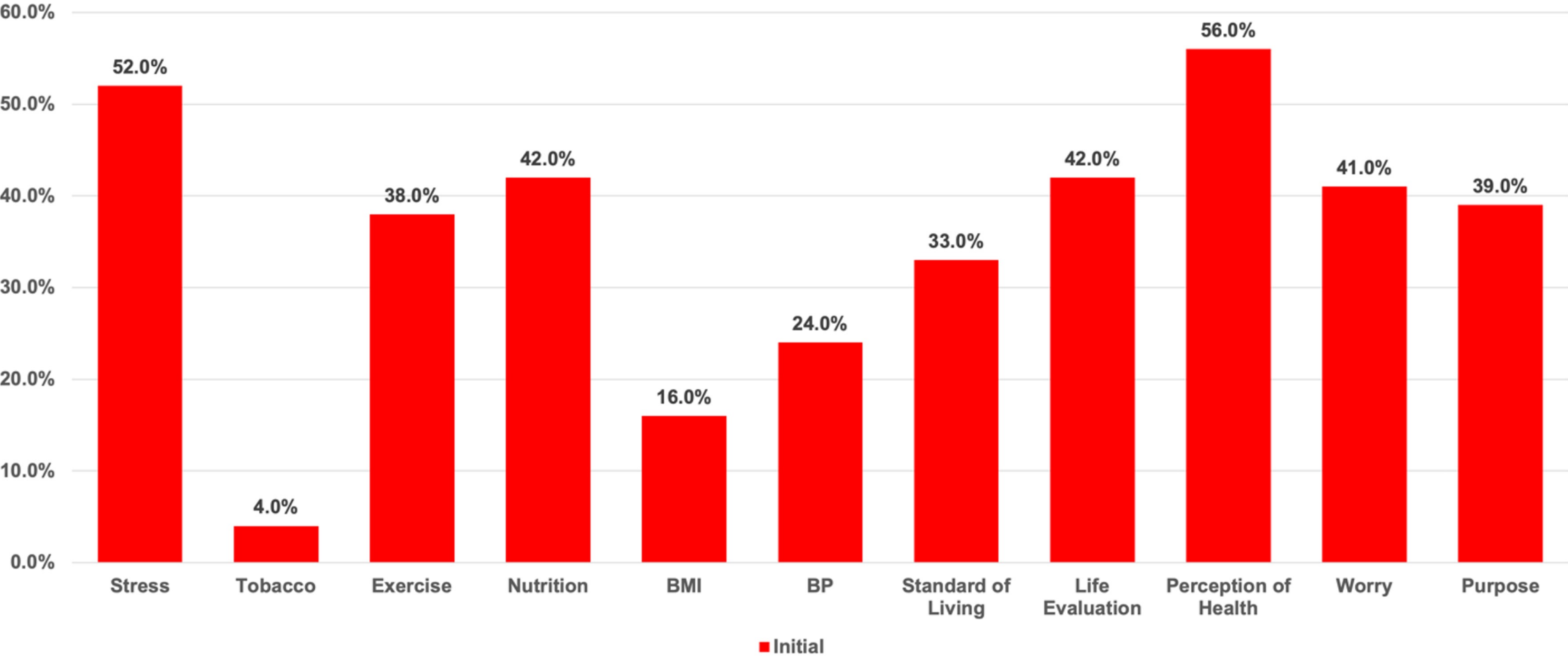
■ Nation ■ California ■ San Mateo ■ Top MSAs



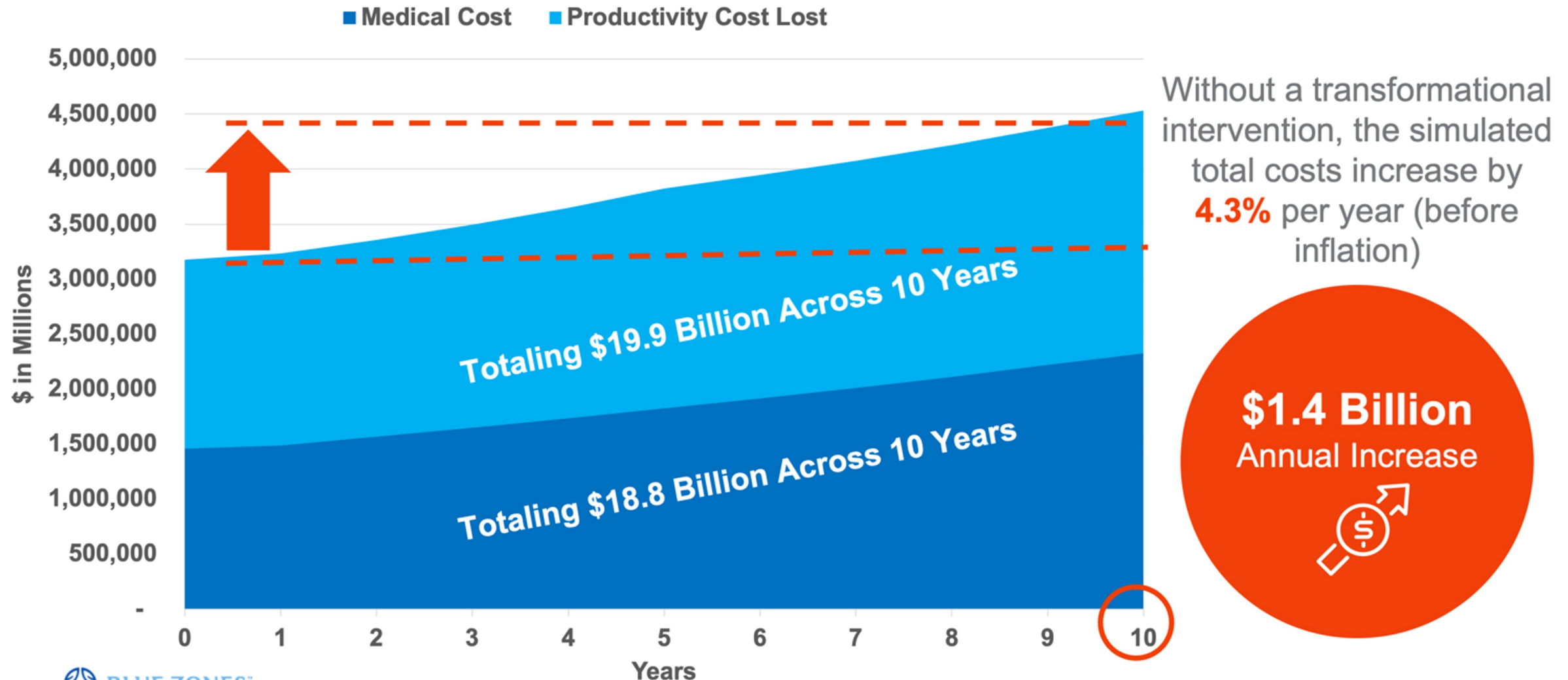
Risk Behaviors and Disease

San Mateo, San Bruno, Burlingame

Initial Risk Prevalence

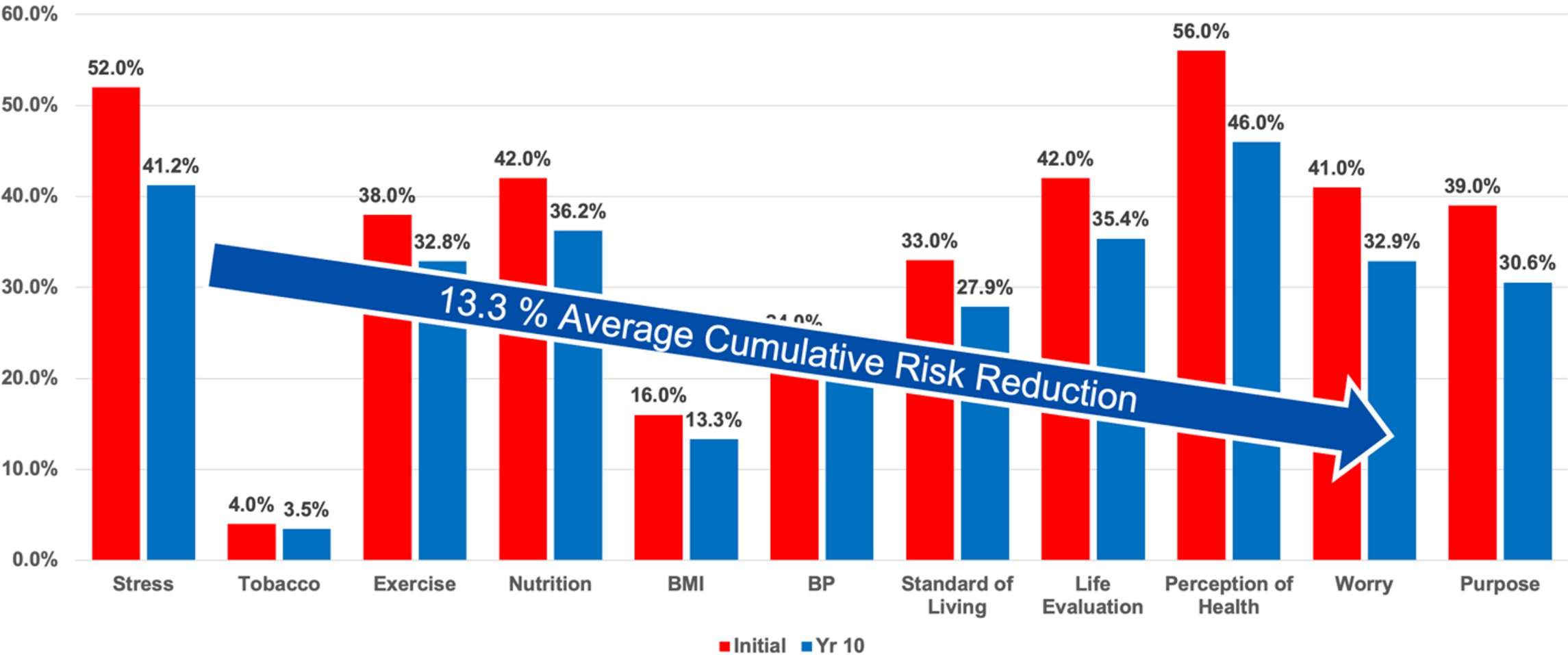


The Cost of Status Quo – San Mateo, San Bruno, Burlingame



Annual Prevalence Rate Projection – San Mateo, San Bruno, Burlingame

Change in Risk Prevalence



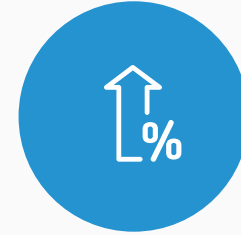
A Different Value Model



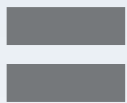
SEMI-PERMANENT AND
PERMANENT CHANGES



COMPOUNDING AND
ENDURING EFFECTS

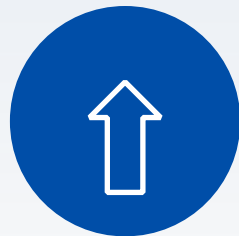


ONGOING VALUE GROWTH FROM
INITIAL INVESTMENT



REDUCTION IN

Well-Being Risks
Healthcare Cost
Disease Incidence Rate of Population

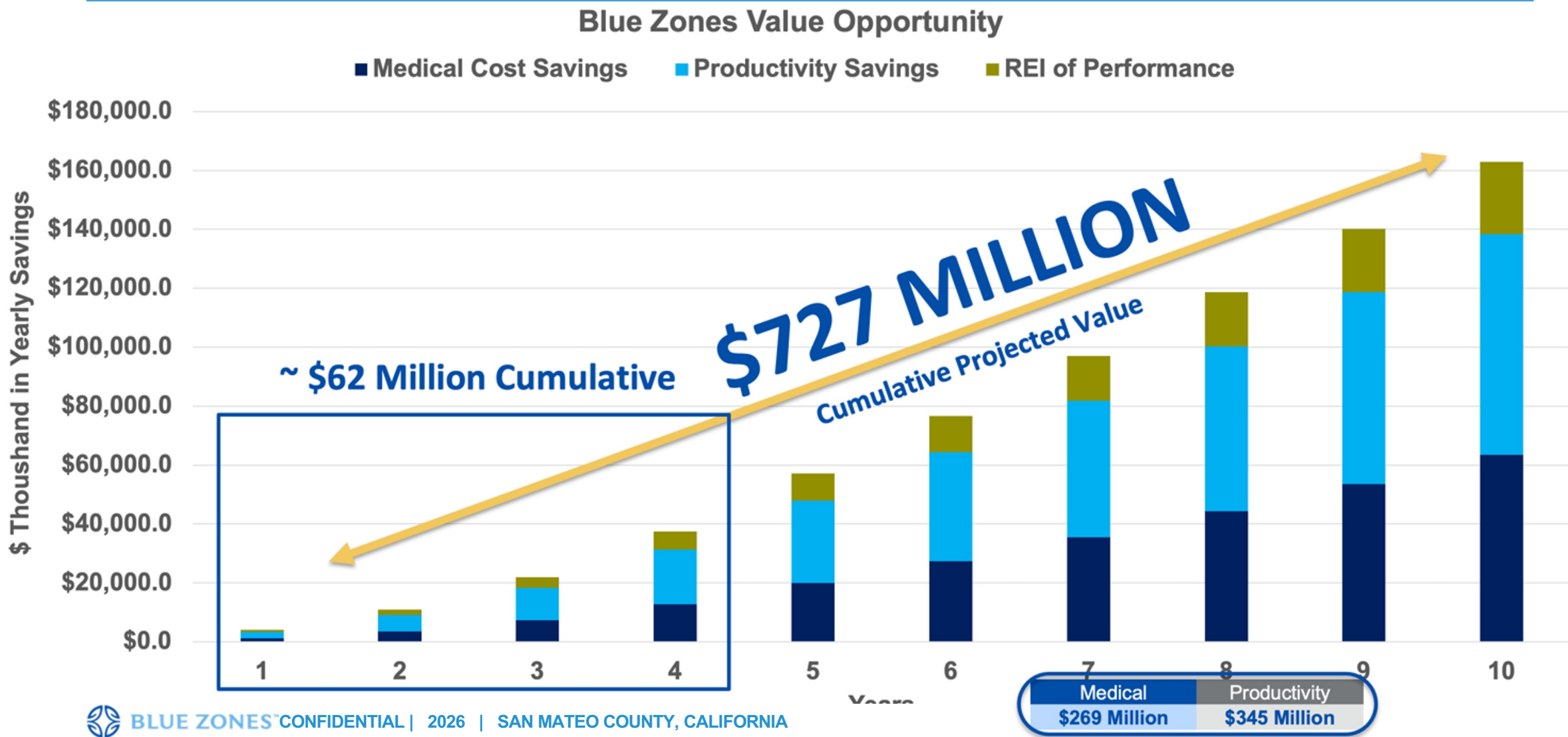


IMPROVEMENT IN

Productivity & Performance
Regional Economic Vitality

Ten Year Impact

San Mateo, San Bruno, Burlingame



\$727 Million Projected

TOTAL AVOIDED
MEDICAL COSTS

\$269M

Health Plans
Health Systems & Providers
Self Insured Employers
Consumers



Reduced Cost of Care
Avoided ER Admissions & Outcomes
Lowered Claims Costs
Lowered out of Pocket \$

TOTAL AVOIDED
PRODUCTIVITY COSTS

\$247M

Employers
Schools & Students
Municipalities
Consumers



Absenteeism, Increased Engagement
Improved Academic Performance & Funding
Increased Disposable Income & Tax Base
Improved Quality of Life

REGIONAL ECONOMIC
IMPACT

\$211M

Municipalities
Retailers
Universities & Foundations
Consumers



Reduced Cost of Capital & Funding
Increased Consumerism
Attractability & Philanthropy
Increased Disposable Income & Jobs

Blue Zones Sponsors



What We Know

- ✔ Well-Being Can Be Measured Validly and Reliably
- ✔ Interventions Can Be Designed to Improve Well-Being
- ✔ Small Changes in Well-Being Have Big Value Effect
- ✔ Big Changes in Well-Being Have a Transformational Effect
- ✔ People with Higher Well-Being **Cost Less and Perform Better with Lower Disease Prevalence**



Transformation Proposal - Recommended Scope

How the Model Gets Configured

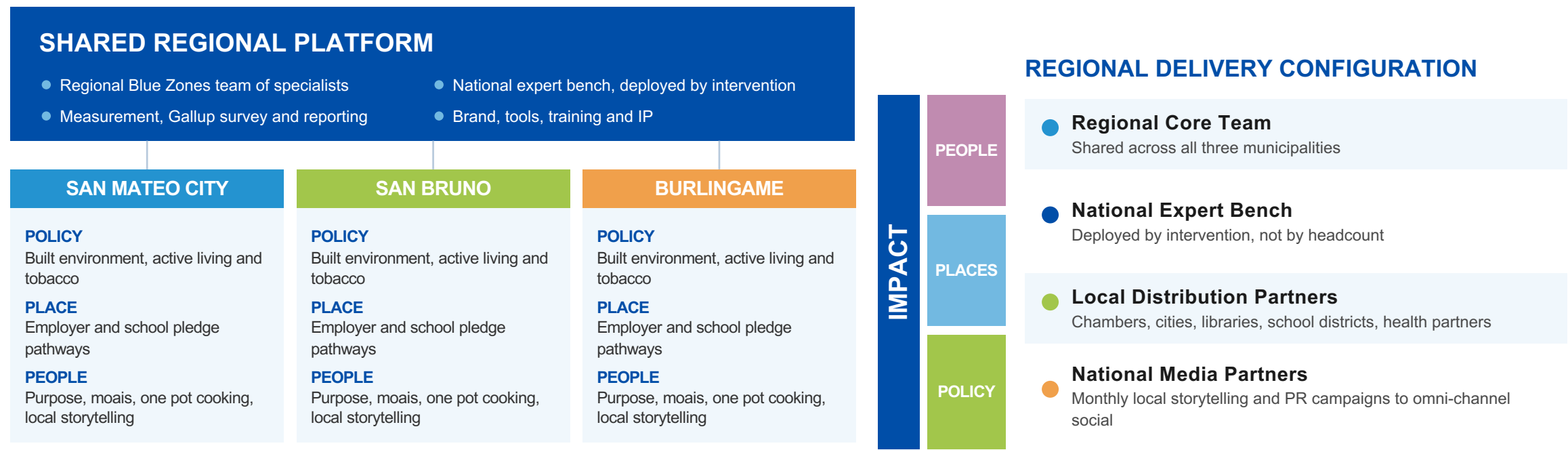
FIVE DIALS, SET BY ASSESSMENT — STANDARD METHOD, COMMUNITY-SPECIFIC SETTINGS

01  POLICY, PLACES, PEOPLE Which intervention sets run, and how deep each one goes. SET BY Community assessment of the built environment, worksites, schools, food systems and social networks.	02  GEOGRAPHY & POPULATION Which communities, boundaries and populations are in scope. SET BY Demographic, health and equity data against the sponsor's service area and coalition footprint.	03  DELIVERY MIX How work splits across national bench, regional team, local partners and platform. SET BY Asset map of existing civic, employer, health and nonprofit capacity already in the market.	04  PACE & SEQUENCE Foundation length, phasing, and the order communities activate. SET BY Readiness scoring, coalition maturity and the sponsor's funding cycle.	05  ROLES & ACCOUNTABILITY Who owns delivery, governance and measurement across every party. SET BY Sponsor staffing capacity, secondment options and governance structure confirmed in scoping.
--	--	---	--	---

Regional Transformation

SCOPE: MID-PENINSULA BLUE ZONES PROJECT— SAN MATEO, SAN BRUNO AND BURLINGAME

Regional Timeline: 5 Years (1 Year Foundation + 4 Years Transformation)



Why a Regional Approach Matters

One Valley

*Health, well-being, care and economic systems **cross city boundaries**.*

01

Shared momentum

02

Greater visibility

03

Larger impact

04

Economies of scale

A unified Peninsula effort can become nationally and globally recognizable.

TAKEAWAY

An opportunity to create one of the most ambitious community well-being transformations in the world.



Why this Moment and Scope Matters

Leading Change

The Peninsula is growing rapidly and shaping its future now.

EXTRAORDINARY STRENGTHS

What the Peninsula already has.

- Young population
- Strong family culture
- Community pride
- Entrepreneurial spirit
- Bicultural identity

LONG-TERM THREATS

What current trends jeopardize.

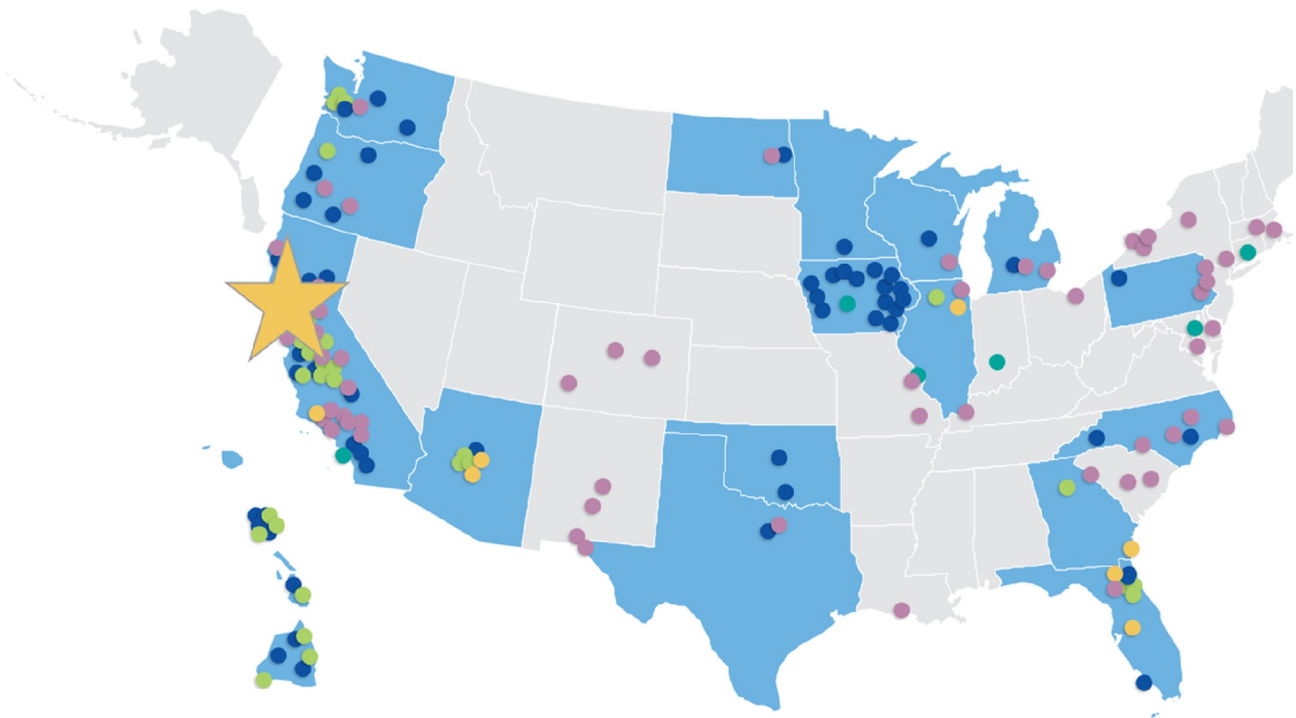
- Rising chronic disease
- Reduced workforce productivity
- Healthcare cost growth
- Talent loss
- Lower quality of life outcomes

TAKEAWAY

What kind of region do we want the Peninsula to become over the next 20 years?

A NEW NATIONAL DEMONSTRATION

MID-PENINSULA, CALIFORNIA



- Community Transformation Contracts
- Worksite Transformation Contracts
- Community Worksite Development
- Catalyst Development
- Brands Development

Dozens of standalone community and worksite transformations nationwide, plus county-scale regional demonstrations.

THE NEXT NATIONAL DEMONSTRATION

San Mateo City, San Bruno and Burlingame — three municipalities scoped and delivered as one regional program. The newest multi-city Blue Zones region in America and the model that follows Collier, Monterey and Riverside.

REGIONAL EXPERIENCE · THE EVIDENCE

COLLIER COUNTY, FL

2015 - 2023

Eight communities certified — the first in the Southeast US. Well-being +3.6 points, 26.8% more residents thriving, \$190.2M in avoided medical and productivity cost.

MONTEREY COUNTY, CA

2018 - 2025

The first certified Blue Zones county in California. Well-being +3.7 points, thriving 58.6% to 66%, \$392M avoided cost and \$133.3M in health grant funding.

RIVERSIDE COUNTY, CA

2024 - present

Four cities plus a policy-focused Activate community, delivered as one regional program across five health system and health plan sponsors.

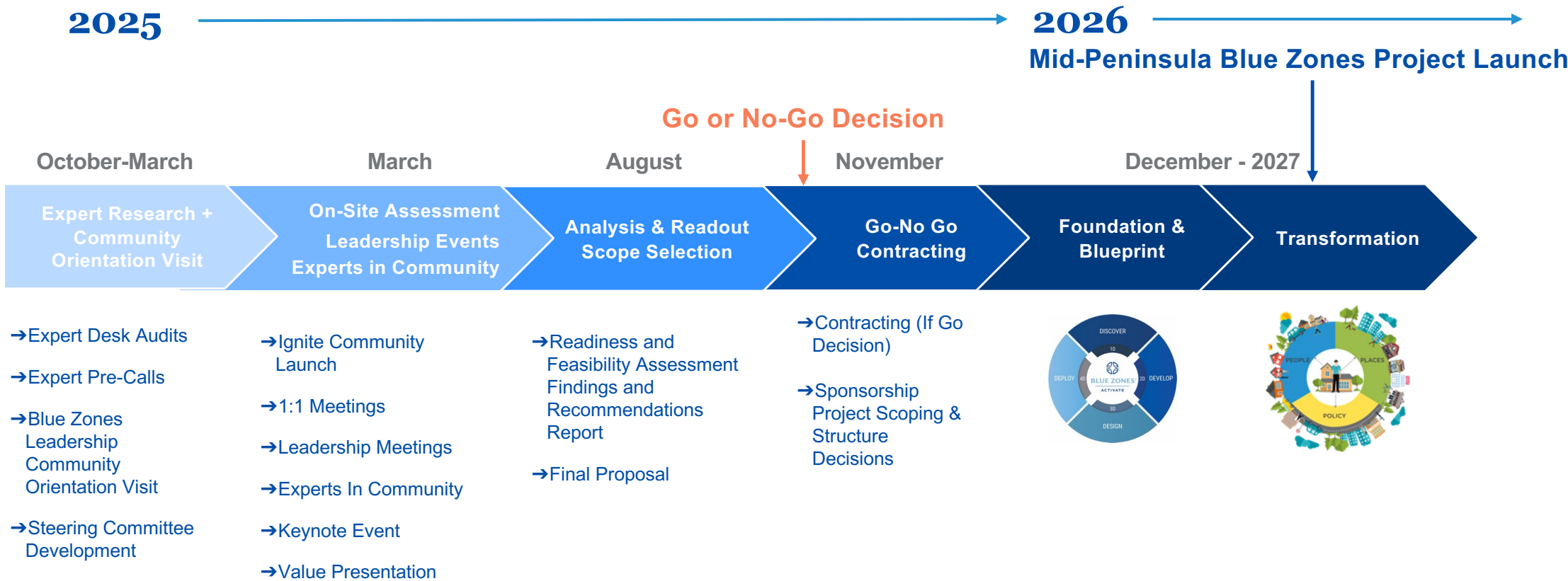
MID-PENINSULA, CA

PROPOSED

Three municipalities, one regional program, one shared platform — carrying the county-scale method forward to the Bay Area.

Blue Zones Ignite

DEVELOPMENT TIMELINE AND MILESTONES



Identify & Convene Strategic Sponsors

Download and Share the Report

Serve on Mid-Peninsula BZ Steering Committee

Inform the Blueprint with PHCD





Closing Remarks | Thank You!

HELLO

MY NAME IS

Love

HOPE BRIGHT

mandaville-art