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We are ready to apply. What are the steps to submit this Application?

When your Statement of Interest has been approved, follow these steps to submit the Application.

1. Save this Application form to your computer.
2. Complete the questions in the Application form.
3. Secure signed commitment letters from key community stakeholders. These signed letters should be scanned and submitted in electronic format. See Section 2 of this Application form for commitment letters.
4. Submit your Application via email to BlueZonesApplication@healthways.com.
5. Submissions must be received by January 4, 2012.

What are the required documents to include in my application submission?

Use the checklist below to ensure you have a complete submission:

1. Completed Application Questions. Complete Questions #1 - 20 in Section 1 of this Application document.
2. Scanned Copies of Signed Commitment Letters. You must obtain signed Commitment Letters from the below individuals in your community. See Section 2 of this Application document for form letters.
 - Mayor
 - City Manager, if applicable
 - City Council Members
(at least 75% of all members)
 - Highest-ranking official from
Public Health Department
 - School Superintendent
 - Highest level executive (e.g. CEO, CFO,
or COO) from each of the five largest
employers
 - Chamber of Commerce
 - Local Communications Outlets
(e.g. newspapers, television stations)
3. Supporting Documentation. Any supporting documentation or videos you would like to share that shows why your community is special and why it will succeed in becoming the next Blue Zones Community.

Contact Information

Your Name	Ron J. Corbett
Title	Mayor
Organization	City of Cedar Rapids
Mailing Address	3851 River Ridge Drive NE, Cedar Rapids, IA 52402
Email Address	Ron.Corbett@Cedar-Rapids.org
Phone Number	(319) 286-5051

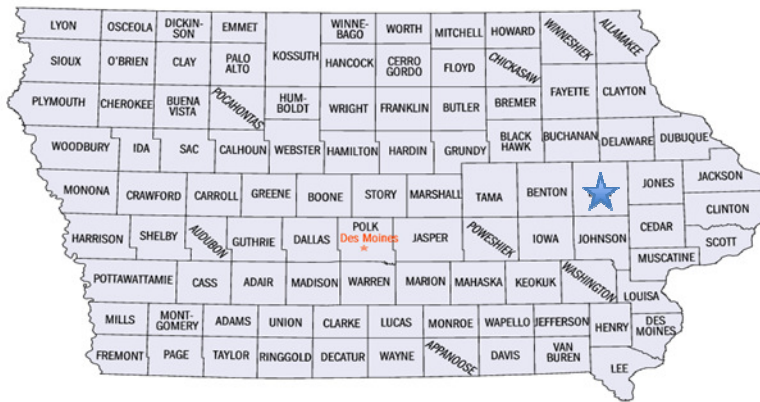
Section 1: Application Questions

Provide answers for all the questions listed in this section.

General Information

1. Define your “community.” What is the defined target geographic area?

This Blue Zone application is submitted for the City of Cedar Rapids, Iowa.



Cedar Rapids is the second largest city in Iowa, with a population of 126,326. Cedar Rapids is located in Linn County, and has three school districts within the city limits. Mayor Ron Corbett began his four-year term of office in January 2010. City Manager, Jeff Pomeranz has led the City since September 2010, coming to Cedar Rapids from serving 12 successful years in West Des Moines, Iowa.

Cedar Rapids is served by nine part-time City Council members, including the Mayor, five district representatives, and three at-large members, in a Home Rule council/manager form of government. Linn County is served by a Board of Supervisors comprised of five full-time elected officials.

In June 2008, record floods besieged communities throughout the Midwestern United States. Among the many communities that suffered flood related damage, Cedar Rapids, Iowa was by far the most severely devastated. The Flood of 2008 forever changed Cedar Rapids. When the river crested on Friday, June 13th, it extended far beyond the 500-year

flood plain, covering more than 10 square miles of the city. As the city watched the murky waters of the Cedar River recede it was the true spirit and generosity of the companies, organizations, and individuals that make this city a community that began to shine. Businesses and volunteers joined together to help each other regardless of differences, but were united by the common bond of facing adversity. The success of rebuilding to date has far exceeded previous projections and this community has recent accolades to prove it. Here are a few of the recent notables:

- Cedar Rapids is one of the Top 10 Healthiest Cities in the Nation, according to Gallup-Healthways Well-Being Index. As the #7 mid-sized city on the list, Cedar Rapids is being recognized as a healthy city in terms of life evaluation, emotional health, physical health, healthy behavior, work environment, and basic health access. (Source: Gallup-Healthways Well-Being Index, January 2, 2010).
- Cedar Rapids is one of the Top 25 Cities Where Homes are Affordable, according to Money Magazine. Our city is ranked #11 for median family income and median home price. (Source: CNNMoney and Money Magazine, August 16, 2011)
- Cedar Rapids is one of the Top 10 Best Value Cities of 2011, according to Kiplinger's Personal Finance magazine. Our city is ranked #9, based on average home costs, property tax rates, and great amenities. (Source: Kiplinger's Personal Finance, September 2011)
- Cedar Rapids is one of the Best Places for Business & Careers, according to Forbes magazine. Our city is ranked #11 out of the 200 largest metropolitan statistical areas in the U.S., based on costs, income growth, educational attainment, and projected economic growth. (Source: Forbes.com, June 29, 2011)
- Cedar Rapids is one of the Names You Need to Know in 2011, according to Forbes magazine. Our city is expected to see employment expand 14.2% over the next three years. This is the strongest forecast of any metro area in the country with a population over 100,000. (Source: Forbes.com, October 29, 2010)
- Cedar Rapids is one of Milken Institute's 2010 Best Performing Cities. We are ranked 28th nationally, up 29 spots from the previous year. The index ranks U.S. metropolitan areas by how well they are creating and sustaining jobs and economic growth. (Source: Milken Institute, October 14, 2010)
- Cedar Rapids area consumers have the third highest credit scores in the nation, according to Experian's State of Credit List. Local consumers had an average credit score of 781 from January 2010 to June 2010.

- Cedar Rapids is one of Top 20 Recession-Proof Cities, according to The Daily Beast. We ranked #5 because of our overall employment, per capita personal income, and metropolitan area GDP increases. (Source: The Daily Beast, 2010)
- Cedar Rapids is one of the Best Places for Affordable Homes, according to CNN and Money Magazine. We ranked #11 out of 25 for home sales and job, and population growth. (Source: CNNMoney.com, July 2010)
- Cedar Rapids is one of the Best Places for Business and Careers, according to Forbes Magazine. We ranked #1 for projected job growth and projected economic growth. Overall, Cedar Rapids ranked 13 out of the 200 largest metro areas. (Source: Forbes.com, April 14, 2010)
- Cedar Rapids is one of the Top 5 Metro Areas Best at Meeting Basic Needs, according to the Gallup-Healthways Basic Access Index. Cedar Rapids ranked #4 out of 187 metro areas. (Source: Gallup, May 20, 2010)
- Cedar Rapids is one of America's 10 Best Places to Grow Up, according to US News & World Report. As the #8 city on the list, Cedar Rapids was recognized for its low crime rate, low cost of living, low housing prices, and comprehensive healthcare. (Source: US News & World Report, August 19, 2009)
- Cedar Rapids is one of the Best Cities for Next Generation Workforce, according to Next Generation Consulting. We ranked #4 for the following criteria: earning, learning, vitality, amenities, cost of lifestyle, and social capital. (Source: Next Generation Consulting, June 11, 2009)

When walking down the streets of Cedar Rapids, if someone were to be asked if they heard of the "Blue Zone," chances are this person would respond in the positive. Support to become a Blue Zone community has come from many different community leaders and is represented by this list:

Name	Title, Organization
Ron Corbett	Mayor, Cedar Rapids City Council
Don Karr	At Large, Cedar Rapids City Council
Tom Podzimek	At Large, Cedar Rapids City Council
Chuck Swore	At Large, Cedar Rapids City Council
Kris Gulick	District 1, Cedar Rapids City Council
Monica Vernon	District 2, Cedar Rapids City Council
Pat Shey	District 3, Cedar Rapids City Council
Chuck Wieneke	District 4, Cedar Rapids City Council
Justin Shields	District 5, Cedar Rapids City Council
Jeff Pomeranz	City Manager, City of Cedar Rapids
Ben Rogers	Chair, District 3, Linn County Board of Supervisors
Lu Barron	District 1, Linn County Board of Supervisors
Linda Langston	District 2, Linn County Board of Supervisors
Brent Oleson	District 4, Linn County Board of Supervisors
John Harris	District 5, Linn County Board of Supervisors
Cheryl Bazzell	Vice President of Benefits, Rockwell Collins
Brenda Clancy	COO, Transamerica
Ted Townsend	CEO, St. Luke's Hospital
Tim Charles	CEO, Mercy Medical Center
Dr. Dave Benson	Superintendent, Cedar Rapids Community School District
Chuck Peters	CEO, Source Media Group (KCRG-TV9, The Gazette)
Dee Baird	President and CEO of Cedar Rapids Metro Economic Alliance (Formerly the Cedar Rapids Chamber of Commerce)
Doug Neumann	Vice President and CEO of Cedar Rapids Metro Economic Alliance (Formerly the Cedar Rapids Chamber of Commerce)
Marilee Fowler	Executive Director, Cedar Rapids Area Convention & Visitors Bureau
Stephanie Neff	Interim Director, Linn County Public Health
Bob Carlson	President & CEO, Cedar Rapids Metro YMCA
Dave Thielen	Executive Director & Metro Director of Health & Well-Being, Cedar Rapids Metro YMCA
Eric Petersen	Branch Executive Director, Helen G. Nassif YMCA
Dave Baker	Branch Executive Director, Stoney Point YMCA
Brenda W. Steinke	Coordinator of Recreation & Wellness Programs, Mount Mercy University
Linda Bigley	Director, ISU Linn County Extension
Dr. Mick Starcevich	President, Kirkwood Community College
Jim Swanstrom	CEO & President, Community Health Charities Iowa

Lois Buntz	CEO, United Way of East Central Iowa
Dan Fuller	Store Director, Johnson Avenue Hy-Vee
Jim Lingo	Store Director, Collins Road Hy-Vee
Greg Wery	Store Director, Wilson Avenue Hy-Vee
Jeff Carter	Store Director, 1st Avenue Hy-Vee
Tim Cernin	Store Director, Oakland Road Hy-Vee
Jeff Hubler	Store Director, Mount Vernon Road Hy-Vee
Jamie Franck	Store Director, Edgewood Road Hy-Vee
Chris Duggan	Store Director, 6 th Street Hy-Vee Drugstore
Kim Jaber	Store Director, 32 nd Street Hy-Vee Drugstore
Tryce Polley	Store Director, Mount Vernon Road Hy-Vee Drugstore
Kent Cole	Store Director, Johnson Avenue Hy-Vee Drugstore
Cindy Bernsten	Store Director, Blairs Ferry Road Hy-Vee Drugstore
Steve Barak	Store Director, Boyson Road Hy-Vee Drugstore
John Wauer	President, Linn County Trails Association
Patricia Cavanaugh	Linn Area Credit Union & Common Sense Strategies & Coaching
Will Lenzen Jr	Founder, GetActiveCR.com
Jake Swanson	Owner, CrossFIT Cedar Rapids
Joe Lock	Executive Director, Affordable Housing Network, Inc.
Gail Naughton	President & CEO, National Czech & Slovak Museum & Library
Chad Simmons	Interim Executive Director, Diversity Focus, Inc.
Jim Ernst	CEO, Four Oaks
Kathleen Minette	SVP, Operations & Scoring, Pearson
Rich Patterson	Director, Indian Creek Nature Center
Jeffrey Hamilton	President & CEO, ESP International
Brett Mangold	Owner, Active Edge
Shannon Ramsay	President & CEO, Trees Forever
Barry Boyer	President, Van Meter, Inc.
Barry Jarvis	Director, Fareway Food Store
Pat Baird	Board Member, Zach Johnson Foundation

2. Disclose any changes (or corrections) to information about your community description as compared to your Statement of Interest document. For example, has the population changed based on a refined definition of your community?

No changes to previously submitted Statement of Interest.

3. Describe the business environment of your community. Include in your description the number of employers, their historical support of the community and how many people they employ. Include distance workers travel to work (local vs. commuter) and other employer statistics that may be helpful for us to understand the business environment.

While this year has been recognized for national economic struggle, our community has experienced growth and strength in its economy. In 2011, 15 companies announced expansions accounting for 680 new jobs paying an average wage of more than \$32 per/hour, and creating a total capital investment of more than \$216 million. With this healthy economic outlook, businesses have turned their focus to community and workforce retention. They have equipped their employees with resources from local programs like ImpactCR, Conquer the Corridor, Leadership for Five Seasons and MyTernNow, providing a well-rounded experience and a high quality of life in Cedar Rapids.

Topping the scale of the five largest employers in Cedar Rapids is Rockwell Collins, with 9,470 local employees. Following are Transamerica with 3,872 employees, St Luke's Hospital with 3,184, the Cedar Rapids Community School District with 2,800, and Mercy Medical Center with 2,785 employees. Each of these employers joined Cedar Rapids' Statement of Interest to become a Blue Zone community.

Cedar Rapids has a very stable business environment in terms of business climate factors – employment costs, utility rates and corporate taxes. This environment has not only allowed Cedar Rapids to maintain solid workforce numbers, but solid workforce growth. These factors have led to a well-diversified regional economy. Industries such as electronic equipment and electronic equipment design; equipment manufacturing; food ingredients manufacturing; food processing; information services; insurance and financial services; logistics and distribution; and process manufacturing are the basis for the stable workforce platform.

Within the Top 25 largest employers located in Cedar Rapids, 15 have proven their commitment to their employees' health by integrating a wellness program into work environments on their own. This provides the Blue Zone Cedar Rapids committee with a strong foundation for expanding healthy initiatives, and spreading a consistent message of participation, health and active lifestyles across our community.

Facing enormous challenges since the Flood of 2008, Cedar Rapids has worked tirelessly to recover, sharing a story of resilience and strength in spirit that is especially unique to our community. More than 700 businesses watched as the Cedar River washed away their hard work and investment. Disaster recovery experts warned local officials that 55% of flood affected businesses might never return and some of those that did would later fail. Although we still have a long way to go, our business recovery is well ahead of those dire predictions and it is now three years later with a recorded return of 82% of flooded businesses! This success was greatly impacted by the support, services and dollars that were generously donated by companies within our community that were untouched by flood waters.

Companies reached out to help suffering businesses, along with the countless employees that experienced personal loss from the flood. The success and growth of today's business community lies within the relationships that were shaped while recovering from this devastating natural disaster. An example of this is the "Adopt-a-Business" project. Companies that were not flooded took in direct competitors who were flooded in order to keep them alive and meeting delivery times. Another example is employees and their employer jointly providing cash grants to co-workers who lost their homes and belongings in the flood. Employees were provided with paid-time-off to clean up their homes by their employers, as well as co-workers who helped them clean up their homes. Employers also provided paid time off to employees who volunteered within the community to help muck-out homes and repair them.

There is a great deal of loyalty from employees to employers, and conversely employers to employees. Diamond V, a milling company, has never in its 75+ year history laid off an employee. Local businesses and government support those that serve in the military and in public safety jobs. Genencor, a biotechnology company, has been designated twice as one of the top 10 companies to work for in the world. Local businesses support the arts, education and public projects. Orchestra Iowa (formerly the Cedar Rapids Symphony), Theater Cedar Rapids, and Cedar Rapids Opera Theatre have all of their events sponsored by the business community. Rockwell Collins sponsors Big Band Night for the community's dancing pleasure. Public projects such as the Veterans Memorial Baseball Stadium, the Cedar Rapids Ice Arena, and Prospect Meadows Ball Fields have been, and are being supported by the generosity of the business community. Cedar Rapids businesses sponsor company nights and provide tickets and other benefits for employees to attend baseball games, hockey games and numerous other events. Businesses also provide paid-time-off for employees who volunteer their time in the schools teaching math and sciences using fun activities to get kids excited about the subject matter. Examples include students building bridges out of toothpicks which are then tested for structural strength. Many of the charities are heavily supported by the business community, including United Way, Community Health Charities, American Cancer Society, March of Dimes, and many more.

According to the U.S. Census Bureau, there are approximately 12,369 employers within the Cedar Rapids community. Of the recorded 99,200 civilian residents who are ages 16 and older living in Cedar Rapids, more than 66,500 are employed. It's reported that 36% of all occupations within offered Cedar Rapids are high-quality management, professional, and related occupations.

According to the Labor Shed Analysis provided by the Iowa Workforce Development (2010), it has been reported that those who both live and work in Cedar Rapids need approximately 16 minutes, or travel about 9 miles, to commute to their place of work. These Cedar Rapids

workers are traveling by various means: 83% drive to work, 1% take public transportation, and 5% use other means of traveling, and the remaining 2% work from home. It was also noted that approximately 17% of Cedar Rapids residents are commuting to other nearby communities for work (Iowa City, Marion, Hiawatha), recorded as traveling approximately 19 miles one-way to work.

More than 20,800 people commute into Linn County to work. These commuters come from Eastern Iowa and surrounding states. Naturally, the preponderance of these commuters come from bordering counties. Benton and Johnson Counties provides 52% of these workers. Buchanan, Cedar and Jones Counties provide another 24% of these workers.

4. Describe the top three priorities of the Mayor/City Council (e.g., education, new construction, budget, etc.) and list any major political or community campaigns, or priorities that are happening in your community.

Priority 1

Flood Recovery of Individuals, Businesses, and City Facilities

The monumental 2008 flood impacted 7,198 land parcels, including 5,390 houses, dislocated more than 18,000 residents and damaged 310 City facilities. Within days of the river’s crest, the Cedar Rapids City Council established a clear action plan for recovery after the Flood of 2008 – the Cedar Rapids Flood Recovery & Reinvestment Plan. This plan includes a vision and three-part focus for building a greater Cedar Rapids.

Improve Flood Protection: To strengthen the protection of our homes, businesses and public facilities against future flooding. The City's flood management strategy includes temporary barriers to reinforce current levees; construction of a permanent system of floodwalls and levees; and the pursuit of improved state watershed management policies.

Reinvest in Housing, Businesses & Neighborhoods: We are reinvesting in the neighborhoods and business districts along the Cedar River to create vibrant centers for our kids, grandkids and the next generation workforce.

Rebuild Public Facilities: We will rebuild and repair the flood-damaged City facilities with a focus on customer service needs and sustainable construction standards that will last for decades to come. Our commitment to sustainability reflects the need to protect our environment, assure long term economic vitality, and control the cost of government.

Priority 2

Flood Management System

The City of Cedar Rapids is seeking financial support for a Flood Management System to protect residents and businesses on both sides of the Cedar River. The City knows that it will not recover from the Flood of 2008 without a permanent system of floodwalls and levees. Cedar Rapids remains at risk for a similar disaster without this critical protection. The City Council and staff are pursuing a plan to secure \$375 million dollars to build the system.

The City’s Flood Management System was developed through the participation of over 4,000 Cedar Rapids residents during a 10-month flood recovery planning process to determine a framework for reinvestment.

The 7.5 mile system balances the priorities of the community to provide better protection, preserve neighborhoods and assets, and maximize open space.

Funding of the Flood Management System requires joint support from the Federal Government, U. S. Army Corps of Engineers, the State of Iowa, and local entities. A local initiative is underway to support a referendum in March 2012 for a Local Option Sales & Services Tax to support funding of a Flood Management System.

Priority 3

Cedar Rapids Convention Complex and Hotel

The City of Cedar Rapids is building a new convention complex in downtown, which includes the renovation of the U.S. Cellular Center arena and the former Crowne Plaza Five Seasons Hotel. When the complex is completed in spring 2013, it will become the second largest convention and events complex in the state of Iowa.

Economic Impact: According to VenuWorks, the City's event center manager, the new Cedar Rapids Convention Complex is projected to attract more than 375,000 visitors annually, resulting in \$22.8 million of direct spending per year. Total economic impact of the new convention center is estimated to be more than \$34 million per year.

Convention Complex Details: The Cedar Rapids Convention Complex includes a new exhibit hall, ballrooms, meeting rooms and pre-function space, plus a renovated events arena and renovated hotel with an additional ballroom and meeting room space. The new complex will be approximately 435,000 square feet, including:

- 129,500 square feet of new convention center space
- 129,400 square feet of renovated arena space
- 176,000 square feet of renovated hotel space

Overall, the complex will feature approximately 72,300 square feet of exhibit space, 13,000 square feet of ballroom space and 21,500 square feet of meeting room space.

In addition, the hotel portion of the project includes a total of 176,000 square feet of renovated space and will feature a full-service, up-scale hotel with approximately 19,500 square feet of additional meeting room space.

5. Describe your local communications outlets (newspaper, television, radio, web and other proven methods used by the community) and how you would partner with them to sustain the visibility of this initiative.

Our partnerships with the media outlets have been robust since the announcement of the Healthiest State Initiative in August 2010. With the help of the media we were able to obtain broad community support and participation for the Start Somewhere Walk in October. Cedar Rapids had over 200 walk site locations and 16,000+ walkers registered.

The table below is a collection of media outlets. These, coupled with signed commitment letters, help demonstrate media support. Vast media mentions have helped us reach the community and obtain almost 2,000 community pledges. See a collection of media mentions in Appendix A.

Newspaper(s)	The Gazette, Corridor Business Journal
Television Station(s)	KCRG, KWWL, KGAN, KFXA/A, Mediacom Cable, IMON Cable
Radio Station(s)	WMT, KMRY, KZIA, KGYM, KCKK, KDAT, KHAK, KRNA, KRQN, KMJM, KXGM
Online Media	Thegazette.com, kcrg.com, kwwl.com, kgan.com, sourcedmedia.net
Other	Our CR (City Magazine), City Revealed (magazine), Penny Saver, Tidbits of Linn County, Linn County Well-Being (magazine)

Community Motivation

6. Understanding your community’s vision is necessary to ensure alignment with the goals of the Blue Zones Project. Describe the vision for the community and your plan for achieving this vision.

In July, 2007, the City of Cedar Rapids City Council adopted this vision for the City:

“Cedar Rapids, a vibrant urban hometown - a beacon for people and businesses invested in building a greater community for the next generation.”

The City of Cedar Rapids empowers the Long Term Planning Commission (LTPC) to document the objectives and goals of the City over the next two decades. The commission’s report, adopted in summer 2010, includes a vision of Cedar Rapids’ self-identity, guiding principles of how to achieve the vision, and objectives that should be attained collectively as a community.

In 2010, the LTPC met in the shadow of the floods of 2008 and an economic recession to review the 2030 Vision Statement developed by the previous commission in 2008. Challenges included finding balance between the current economic and environmental conditions while envisioning the future development of goods and services within the city. The commission looked at many aspects of the city and its region to create a unified vision of life in the City of Cedar Rapids by the year 2030. How the vision is achieved is dependent upon partnerships made by government entities and with public and private organizations.

After revising the original document to include flood recovery and several other topics, the commission drew input from stakeholders throughout the community to pinpoint common themes, opportunities for improvement, and feedback on what is working and should be continued. The stakeholder input was invaluable in preparing the 2030 Vision Statement. Using the commission members input and stakeholder feedback, the commission prepared this document, which explains the commission's process, states the 2030 Vision Statement and includes guiding principles for the City of Cedar Rapids.

The City's Charter requires this process will be repeated in five years by a subsequent commission and the Vision Statement will be revised to provide for environmental, political, economic, or other changes experienced in the regional community.

The Vision

- Cedar Rapids recognizes and respects its cultural and industrial heritage; including its historic neighborhoods, immigrant past, artistic community, and agricultural foundation.
- Cedar Rapids has a flourishing business environment which is acclaimed by the global business community, marketed to potential investors, and used to attract a diverse and skilled workforce.
- The Cedar River is the focal point of the city and is a thriving cultural, recreational, and ecological destination for residents and tourists.
- Cedar Rapids has a vibrant urban core; a place which celebrates a strong sense of community and which generates energy.

Guiding Principles

GROWTH: Our growth is strategic, sustainable, and planned

- We prioritize mixed-use infill development and revitalization of Brownfield sites that utilize existing infrastructure.
- New projects integrate commercial and residential uses and feature high quality architectural and natural elements, retaining the historic character of buildings and neighborhoods.
- We follow neighborhood design guidelines for residential and commercial development.
- Housing is available for residents of all income levels.

- Our infrastructure suits the character of our city and is well managed with planned and funded maintenance.

STEWARDSHIP: We are stewards of our natural environmental resources

- We are a regional leader in watershed management and collaborate with other communities in the Cedar River watershed.
- Our community is recognized for our integrated work to reduce energy use, provide clean air and water, preserve and protect open space, and reduce solid waste.

ECONOMY: Our economic development is creative, evolving, and stable

- Our economy is known for encouraging and supporting entrepreneurs, innovation, and sustainability.
- We have adopted a proactive approach to economic development with a clear commitment to investment in long term job creation by embracing a culture of innovation.
- Our business development organizations pursue a unified economic development strategy.
- We have established defined economic districts including arts and cultural, business and financial, and tourist and recreational.
- The vitality and economic livelihood of each of our citizens is a priority.
- Our city is an example of a diverse recreational, cultural, and entertainment destination which represents the needs of many people. We have contemporary venues featuring diverse artists and rich cultural experiences for all, including active, established arts and cultural districts such as the Czech Village/New Bohemia Mainstreet. We have state-of-the-art athletic facilities which host year-round sporting events and tournaments.
- Our planned economic development includes partnerships with regional colleges and universities to create an economic blueprint for the future and employment opportunities to retrain and retain a skilled labor workforce.

PARTNER: We are a leader and partner in promoting effective regional development and public/private partnerships

- Cedar Rapids is the regional destination for business, culture, and recreation.
- Regional partnerships enrich and strengthen the individual communities.
- We partner to provide cost-effective transportation options throughout our region.
- We provide lifetime learning opportunities for everyone through public and private partnerships.
- We encourage non-profits to work together to improve efficiency and effective delivery of services.
- We utilize regional branding to attract and retain new business and human capital.

- All sections of Cedar Rapids are accessible by a wide range of transportation options, including pedestrian, trail, and mass-transit routes.
- Our community is recognized for its commitment and innovative approach to high quality education and training. We support our schools and educators to provide safe and secure learning environments. Our education system is a catalyst for the recruitment and retention of new and next generation talent.

DIVERSITY: We recognize, celebrate, and encourage the diverse components of our community

- Our community provides resources to develop and support accessible opportunities for business, housing, and recreation programs.
- We are known as a fair, tolerant, and welcoming community to all.
- We actively attract and develop a talented workforce with diverse backgrounds and skill sets.

HEALTH: We promote healthy lifestyles, health care, and health education for all community members

- Accessibility to nutritious food, fitness activities, and recreation provides a balanced lifestyle for all.
- The community's world-renowned healthcare professionals and facilities support our approach to unparalleled physical and mental healthcare services.
- Information, education, and all aspects of healthcare are available to every community member.
- We have a robust trail system, bike lanes, clean waterways and lakes, numerous golf courses, and neighborhood parks and pools.
- We provide for a year-round farmers market.

7. How will becoming a Blue Zones Community accelerate this vision?

As a Blue Zone Community, Cedar Rapids will become a stronger community – with a cohesive vision that transcends flood recovery and builds for the future. The goals of Cedar Rapids as a Blue Zone Community will complement the rebuilding of homes, business, and public facilities that were destroyed by the Flood of 2008.

Becoming a Blue Zones Community will help Cedar Rapids achieve our objective of promoting healthy lifestyles through access to nutritious foods, fitness activities and recreation. The Blue Zones effort will connect several of our city's existing health efforts together to achieve a greater impact.

The list below highlights just a few of the local programs that would help support our city's efforts in becoming a Blue Zones Community:

- Our Worksite Wellness efforts lead by Public Health that assesses wellness programs within our local businesses and awards best practices.
- We have a Bicycle Advisory Committee and Linn County Trails Association that is helping us create a bikable/walkable community.
- Our Iowa State University Extension Office has a Master Gardeners Program that promotes the lasting health benefits of growing your own food.
- Our local Hy-Vee food stores offer numerous cooking classes and have registered dietitians on staff to answer question related to food and diet.
- We have an established Volunteer Center within our local United Way that can help us connect volunteers with the Blue Zones Initiatives.
- A new year-round farmer's market initiative will promotes eating fresh, locally grown fruits and vegetables.

The Blue Zones Project will also help us strengthen our regional partnerships as we become a model of health and wellbeing for other communities. We are well positioned to promote the Blue Zones movement to nearby communities such as Marion, Hiawatha, Mount Vernon, and Iowa City. Though our flood recovery efforts, we have demonstrated our community's ability to come together and create positive, lasting change. Cedar Rapids cares deeply about becoming a Blue Zone because it will give us more tools to make the community even healthier, which would be a win-win for all of us.

8. Identify any recent or anticipated changes in policies to improve health (i.e. addition of bike lanes, changes in school menus, large employer wellness programs, etc.). If results or next steps are known, please identify.

Recognition as a Bicycle Friendly Community

A Bicycle Friendly Community encourages its residents to bicycle for fun, fitness, and transportation. Well-engineered bicycle facilities, bicycle safety education, bicycle-friendly policies, and active promotion of bicycling are all signs of a community that is bicycle friendly.

Communities that are bicycle friendly are seen as places with a high quality of life. This can translate into increased property values, business growth and increased tourism. More bicycling in communities' results in reduced traffic demands, better air quality, and improved public health.

Communities that apply to the League of American Bicyclists for Bicycle Friendly Community status are judged in five categories referred to as the 5 E's. These are Engineering, Education, Encouragement, Enforcement, and Evaluation & Planning. A community must demonstrate achievements in each of the five categories to be considered for Bicycle Friendly Community status by the League of American Bicyclists.

In October 2008, the Cedar Rapids City Council established the Bicycle Advisory Committee to pursue Bicycle Friendly Community status through the League of American Bicyclists. In May 2009, the City Council adopted the Bicycle Advisory Committee Action Plan, and in August 2009, the City submitted the Bicycle Friendly Community Application. In October 2009, the City received honorable mention status, a level just below bronze, which is the first level of recognition.

In continuing pursuit of Bicycle Friendly Community status, the following accomplishments have been achieved:

- Bicycle Ambassador Program established in May 2009, providing support for the Action Plan items of Education and Encouragement, planning various outreach activities in the community.
- A Trails LEAN event and presentation were held from February to May 2009, with goals to adopt policy to meet the City Council strategic plan for multimodal transportation, developing a comprehensive trails plan, define roles of stakeholders, and define proactive funding strategies for new development, maintenance, and operation of trail systems.
- A Parks and Recreation Master Plan was adopted in April 2010, with a goal of the

plan to enhance connectivity of parks and open spaces through the trail system. Based on community input and surveys, more trails and trail enhancement was one of the top three priorities of the plan.

- A comprehensive trails plan draft defines a proposed primary connectivity network through the development of a comprehensive recreational and multi-modal transportation system of trails and bikeways. This plan is slated to come before the City Council for adoption in 2012.
- The 2040 Long Range Transportation Plan Update provides for the development of “complete streets,” minimizing cost of transportation, protecting the environment and conserving resources, and offering travel choices.
- The second submittal of a Bicycle Friendly Community Application is slated for February, 2012.

Reducing Childhood Obesity in Preschools

Healthy Footsteps, a program through the Hawkeye Area Community Action Program (HACAP), works with, and in support of, area preschools and child care centers in helping them implement a healthier, more nutritious and physically active curriculum. The goal of this project is to stabilize, and ultimately reduce the number of overweight/obese Linn County kindergarteners. Healthy Footsteps has been implemented in 24 Cedar Rapids preschools to date. In just a year’s time, 10 centers have adopted a “junk-food free zone” while the remaining 14 will have the policy in-place by June 2012.

School Wellness Policies

The Cedar Rapids School District has a Wellness Policy (610) and a Wellness Policy Committee. The committee plans for and monitors implementation and evaluation of this policy. Members include Associate Superintendent of Learning and Leadership; Director Student Services (Rhoda Shepherd – lead); Executive Administrators for elementary and secondary education; Executive Director of Business Services; Executive Director of Human Resources; Manager of Food and Nutrition; Physical Education and Health Education Facilitator; and Health Services Facilitator/ School Nurse. Also, high school is now offering additional PE/fitness classes and addressing waivers.

- Several schools are doing “Biggest Loser” challenges; Truman school neighborhood now has a bike lane.
- Most schools have added walking trails over the last 10 – 15 years.

- The Iowa Healthy Kids Act Nutritional Content standards have been implemented for foods and beverages sold at school during the school day.
- Influenza Vaccine was offered in district to all staff this fall.

Linn County Healthy Vending Policy

Implemented in September 2011, the purpose of this policy is to offer guidelines for providing an environment conducive to and supporting of healthy eating for Linn County employees and patrons. This policy requires that 50% of snack items in vending machines located on county property meet certain nutrition standards including limited saturated fat, sugar, calories, added sweeteners for beverages, etc. The policy also requires the items be placed at eye level and sold at a price equivalent to or lower than those not meeting nutrition standards.

9. Part of the Blue Zones Project approach is to leverage current or future community initiatives. Use the table below to describe up to four current or future initiatives designed to improve the health and happiness of your community impacting at least 3 percent of your population.

Initiative: Bicycle Friendly Community

Objective: Earn Bronze status as a Bicycle Friendly Community.

Key People Involved: Ron Griffith, City of Cedar Rapids Project Engineer – Traffic, leading a community Bicycle Advisory Committee.

Outcomes: Communities that are bicycle friendly are seen as places with a high quality of life. Increased property values, business growth and increased tourism are often outcomes. More bicycling in communities' results in reduced traffic demands, better air quality, and improved public health.

Initiative: Parks and Recreation Master Plan Implementation

Objective: Implement the Master Plan adopted in April 2010.

Key People Involved: Julie Sina, City of Cedar Rapids Parks and Recreation Director, leading the City's Parks & Recreation Commission.

Outcomes: The Cedar Rapids Parks and Recreation Department has completed a master plan that will aid in planning for the next fifteen years. The plan includes future development of parks, indoor recreation, riverfront and greenway, and trail connections between parks. Recommendations have been developed as a result of analysis of the current system, needs assessment surveys, and a public participation process which involved over 1,000 individuals. The plan will also address growth of the system, operational efficiencies and best practices in other communities.

Initiative: NewBo City Market

Objective: The mission of the NewBo City Market includes creating new entrepreneurial job opportunities for displaced workers and others through the leasing of low-cost stalls, stimulating small business development and economic activity in a flood impacted area, providing an easily accessible venue to obtain and learn about healthy food as well as a central meeting place for residents of Cedar Rapids and visitors to meet, greet, and of course, eat.

Key People Involved: Sarah Ordovery; Jill Roeder

Outcomes: The NewBo City Market will be a year-round public market in the heart of Cedar Rapids' New Bohemia neighborhood. It will be a place for shopping, dining, meeting friends, and enjoying fun activities. The NewBo City Market will be a showplace for small food entrepreneurs featuring the best locally grown and prepared foods Iowa has to offer. The Market Hall will house a combination of permanent stalls and seasonal vendors as well as classroom and event space. The Market Store will be a healthy grocery. And the Market Yard and Market Square will be outdoor venues for seasonal vendors, concerts, festivals, and gathering with friends.

Initiative: Linn County Food System Council

Objective: To provide ideas and policy recommendations to improve and expand the local

food system, foster economic development, provide the community with fresh and nutritious foods, and support stewardship of finite natural resources.

Key People Involved: Les Beck, Linn County Planning and Development; Jason Grimm, Iowa Valley Resource Conservation and Development; Judy Stoffel, United Way of East Central Iowa.

Outcomes: To be presented for approval by Board of Supervisors in January and would begin recommending policies as soon as March of 2012.

Community Readiness

10. This initiative requires the cooperation of local community leaders representing schools, employers, government, and community organizations. Describe 2-3 examples of how these groups have collaborated in the recent past to successfully advance community initiatives.

Example 1

Cedar Rapids Recovery and Reinvestment Coordinating Team (RRCT)

A Community Recovery Needs Partnerships

Within a few days of the historic 2008 flood's crest, the City Manager called on community leaders to come together to coordinate the community's recovery. The presidents, CEOs, and executive directors of the Chamber of Commerce, labor organizations, United Way, neighborhood associations, school district, downtown organization, arts and culture, young professionals group, and other governmental entities began meeting daily. The result of these meetings was the creation of the Cedar Rapids Recovery and Reinvestment Coordinating Team (RRCT). The RRCT was created with a deliberate mission: to identify problems and issues, collaborate to reach solutions, and provide a coordinated response. With this variety of resources and interests working as a team the community's response had been accelerated. Through relationships built between participants, and the ability to identify and solve issues quickly while all at the same table, this group also provided a unified community forum for interactions with state leadership and with local congressional delegation staff.

Leading the Team

The city organization has proven to be a critical link to lead this community partnership, providing strategic planning expertise through its own resources as well as those loaned from local businesses to provide project management and administrative support. In the first weeks following the disaster, the RRCT developed immediate, short-term, and long-term activities that complemented each sector's own disaster recovery plans to address areas including human and social services, temporary housing, interim housing, permanent replacement housing, business recovery, business development, industry recovery, flood

control, riverfront development, city infrastructure, communication coordination, and funding plans.

Getting Results

Having the community's decision-makers sitting at the same table every day in a time when each of the areas they are responsible for is reeling from a disaster demonstrates each of these community leaders' commitment to the community as a whole. In that first two months of daily meetings, the critical mission was identification of issues, discussion to raise awareness and understand problems, and finally working collaboratively for immediate resolution. The level of trust and cooperation built through this effort resulted in frank discussions and cooperative resolutions with full knowledge of potential impacts. Each 24-hour period immediately following a disaster brings crisis issues to the table – whether it was funding commercial debris removal that FEMA will not reimburse or the closing of temporary shelters and ensuring adequate interim housing opportunities.

Each sector's decision-makers actively worked together to build a catalog of issues facing their sectors and the community. Timelines for resolution, identification of what other sectors were impacted, and a team to resolve each issue was then developed. Many issues were resolved quickly, some during the meeting itself. Other more difficult or chronic issues were resolved through the use of project teams that included others from organizations with more detailed information. A project management structure was consistently used to identify issues, the participants on the team, barriers to resolution, options for solutions, and finally, development of a recommended solution.

A significant savings realized through this collaborative team was the use of existing systems, rather than creating new systems to deal with community-wide devastation. The effect of this community team resulted in each sector's existing systems being utilized for community recovery.

Lessons Learned

The Recovery and Reinvestment Coordinating Team has taken the opportunity to assess its operations and evaluate its mission and the value the team brings to each representative and their sector after 12 months and again after 18 months. At the one-year mark, the RRCT updated its mission for a strong community recovery: "Coordinate, collaborate, recommend, and communicate to achieve efficient flood recovery, revitalization and long-term development that builds a greater community for today and future generations."

After a year and a half, the RRCT again revisited its structure to ensure that members were gaining value from their continued participation. These roles and responsibilities were identified by members as critical:

- Identify, sort, and evaluate relevant issues for RRCT.
- Communicate to the RRCT and problem-solve for issues, gaps, resources and barriers.
- Make recommendations to appropriate decision-making bodies.
- Communicate results and progress from RRCT efforts.
- Offer alternative (diverse) perspectives on issues and topics.

Through the efficient and effective participation of the members of the Recovery and Reinvestment team, the Cedar Rapids community has seen a stronger, quicker recovery to the floods of 2008. By following these basic tenets, this group of community leaders became an effective community recovery team:

- Leave egos at the door.
- Bring issues to the table.
- Collectively solve for the problem.
- Work cooperatively for the best community results.

Example 2

Linn Area Long Term Recovery Coalition

The Linn Area Long Term Recovery Coalition (LALTRC) was formed in July of 2008 to provide assistance to our neighbors as they struggled to recover from the floods of 2008. The LALTRC is a story of partnerships both new and old that were formed to mobilize the collective resources of these in order to address the unmet needs of flood survivors living in disaster impacted Linn County. Businesses, funders, nonprofits, faith communities and local and state government have all worked side by side to find solutions to the challenges facing us.

Since June 2008, over 70 organizations have worked together to accomplish the following to bring more than \$20.5 million dollars in resources and services to Linn County.

Needs Assessments

- 1300 community needs assessments conducted by Christian Reformed World Relief Committee, community volunteers, Linn County Community Services and others in Cedar Rapids, Palo, Marion, Lisbon and surrounding Linn County locations.

Community Recovery Center

- Coordinated 639 construction jobs.
- Provided \$1,296,001 in rebuild funding.
- Helped 1400 households receive \$3,581,788 in Unmet Needs Grants with the assistance of DHS.
- Housed Matthew 25 Tool Lending Library.

- Catholic Charities, Lutheran Services, and Abbe Center for Community Mental Health provided case management services and referrals to 1400 households.

Mental Health Supports

Beginning June, 2008 and ending September 2009, the Abbe Center for Community Mental Health received more than \$790,000 to provide outreach, community education, and crisis counseling services to flood impacted individuals. Highlights include:

- Hiring more than 75 individuals.
- Made over 28,600 in-person contacts to provide support and information.
- Made 15,000 contacts via telephone or email.
- Conducted 6,356 individual crisis counseling sessions.
- Using local grants provided over 1,100 services to more than 400 individuals who could not afford to pay for treatment services.
- Provided services to 111 individuals through the "Ticket to Hope" program.

Support for Older Adults

The Heritage Area Agency on Aging:

- Served 761 households.
- Spent \$669,406 with SSBG Grant funding.

Community Service and Volunteerism

Impact of volunteers was demonstrated by:

- Approximately 225 VISTA members (year/summer) assisting with flood recovery through the 2 year anniversary.
- Approximately 125 NCCC members have provided service since August 2008.
- Congregations provided more than 1,440 nights of shelter to over 4600 volunteers since June 2008.
- Volunteer Reception Center and partners that coordinated over 664,756 hours of volunteer service = \$13,295,120 in value.

Rebuilding

- Church World Service contributed volunteers and more than \$250,000 to rebuild homes.
- HACAP Weatherization grants valued at \$79,772 were provided.
- Eight Days of Hope Rebuild project took place October 2008.
- Christian Reformed World Relief Committee has sent skilled rebuild teams to Cedar Rapids for the last 16 months.
- Old Farts electricians and plumbers contributed over \$100,000 in services and materials.

Appliances for Flood Affected Families

- Alliant Energy grants administered by HACAP provided \$323,842 in grant money to

families.

- 442 Whirlpool refrigerators were donated and distributed.
- Rotary Club appliance vouchers totaling \$59,000 were distributed to flood affected families.

Jobs Created

Emergency Public Jobs (EPJ)

The Community Recovery Center and other LALTRC partners hired EPJ workers that generated over \$500,000 in wages. Kirkwood Community College and Iowa Workforce Development assisted with filling these positions. Other local businesses stepped up to help:

- Alliant Energy
- Ar-Jay Center
- Best Buy
- Bills Brothers
- Foster Heating and Air Conditioning, Inc.
- Home Depot
- Hy-Vee
- Jeff Jones
- Menards
- RoomMakers
- Schumachers
- Slumberland
- Stuff Etc.
- Wal-Mart

Example 3

Central Cedar Rapids Weed and Seed

In June 2004, Central Cedar Rapids Weed and Seed received official recognition by the Community Capacity Development Office of the U.S. Department of Justice. Over five funding cycles, and seven years, the program served the Cedar Rapids community with leadership, neighborhood development, and award winning results.

Numerous community partners led and contributed to the successful Weed and Seed initiative in Cedar Rapids. Sponsored by the U. S. Attorney's Office, and professionally coordinated by the 6th Judicial District, Department of Correctional Services, this initiative reached thousands of Cedar Rapids residents.

Community partners included the five core neighborhood associations serving the Weed & Seed area, the City of Cedar Rapids, the Linn County Attorney's Office, United Way of East

Central Iowa, Iowa Legal Aid, Cedar Rapids Community School District, Linn County Landlords Association, Linn County Public Health, Coe College and Mount Mercy University, St. Luke's Hospital, and Mercy Medical Center, and numerous non-profit organizations in the community. Over seven years, spanning years before, during, and following the flood of 2008, the Central Cedar Rapids Weed & Seed program brought numerous community leaders, organizations, and government agencies together to serve the core neighborhoods of Cedar Rapids.

Highlights of the Central Cedar Rapids Weed & Seed Initiative include:

- Support of an existing Neighborhood Resource Center, and the development of three new resource centers.
- Creation of Central Cedar Rapids Volunteer Income Tax Assistance (VITA) program. VITA has been in operation for 6 years, providing over 4,600 clients assistance with federal income tax returns totaling \$6.8 million.
- Creation and operation of the BRIGHTEN (Beautify Restore Improve upgrade Houses to Empower Neighborhoods) program that has completed close to 300 projects with the help of 1,200 volunteers.
- Coordination of the 2nd largest AmeriCorps*VISTA program in the country.
- The leveraging of over \$5 million in additional programming to support community betterment projects.
- Recipients of several awards, including the Weed & Seed Coordination Honor Award in 2009.

The Weed & Seed response to the Flood of 2008 was unprecedented, with the Community Corrections Improvement Association, AmeriCorps*VISTA, and program staff responding to the disaster in these ways:

- Created the Volunteer Reception Center – the initial coordination point for all flood recovery volunteer efforts.
- Coordinated rebuild efforts at the Community Recovery Center.
- Coordinated and supported over 7,600 volunteers who donated 205,000 hours of work.
- Worked on over 2,000 of the 5,400 flood impacted properties.
- Conducted yearly visual assessments and reported on the recovery progress.

11. Provide a recommended list of proposed leadership for this initiative.

- a. Power 9 Advisory Board and their experience.**
- b. Co-chairs of approximately 14 well-being improvement initiatives and their experience.**

Please see the tables in Appendix B.

12. Provide a recommended list of potential staff for this initiative and include in your submission the resumes for potential staff members. Some positions are hired by Healthways and others are in-kind as explained in the Appendix.

- a. Local Program Manager (funded by Blue Zones Project)**
 - Tim Boyle
 - Dave Koch
- b. Local Initiative Organizer (Provided by the community)**
 - Amy Thunte, Community Health Charities Iowa
- c. Local Volunteer Coordinator (Provided by the community)**
 - Sue Driscoll, United Way
- d. Local Administrative Assistant (Provided by the community)**
 - Jeni Palmer

Please see resumes in Appendix C.

13. List any local health leaders interested in advising the Blue Zones Community team on health and well-being issues. These health leaders may include individuals leading worksite wellness programs in worksites, leaders in school health, or community education personnel with an interest in health.

Cedar Rapids is fortunate to have many community coalitions and individuals focused in particular areas of health willing to advise the Blue Zone Community team regarding well-being issues and health pertaining to our city's residents. These are the groups in which health care leaders participate as a collaboration moving the community toward healthier change.

Linn County Healthy Living Coalition - Lori Willett, 2012 Chair

- This coalition was created in 2004 out of concern over rising obesity rates. This group consists of representatives from over 50 agencies with a vested interest in increasing nutrition and physical activity awareness and systems change making the healthy choice the easy choice.

Worksite Wellness Committee - Jill Roeder, Linn County Public Health

- Out of the Healthy Living Coalition emerged the Worksite Wellness committee in 2008 whose focus is to educate local businesses on health care costs related to obesity. Through a yearly event this group has provided over 100 businesses free technical assistance on policy change creating healthier work environments. Whether it is rearranging vending machine selections, placing healthier items at eye level, to implementing a wellness committee this group has the knowledge and expertise on health in worksites. Eight agencies specializing worksite wellness and development lead this committee.
- Millhiser Smith- Healthy Worksite Wellness Award Winners 2011
 - Millhiser Smith's Wellness Program consists of Challenges throughout the year, Healthy Food Days, etc. Each employee receives a checklist each month that they can keep track of what they participate in and then turn it in to receive points. They have a yearly goal of the number of points they want employees to obtain. Millhiser-Smith has inner office challenges and activities, and they also participate in the Live Healthy Iowa challenges. A change was also made to their vending machine to have more healthy options, along with have a fruit bowl in the break room.

Bicycle Advisory Committee - Ron Griffith, Bicycle Coordinator, City of Cedar Rapids

- The Bicycle Advisory Committee (BAC) was established in October 2008, by the City of Cedar Rapids City Council. Members include City traffic engineering and police department bike patrol staff, bike shop owners and managers, bike club members, a local League of American Bicyclists Cycling instructor, and Iowa Bicycle Coalition staff. The Committee's goal is for the City of Cedar Rapids to become a Bicycle Friendly Community.

Linn County Trails Association - John Wauer, President

- Linn County Trails Association is a group of motivated, creative volunteers (health care professionals, engineers, community leaders) combining vision, partnerships, and stewardship of resources to make trails happen. Their Mission is to be a catalyst for the development and growth of a system of connected, multi-use trails through Linn County and Eastern Iowa. To accomplish the mission the group focuses on, trail planning, supporter development, financial strength, governmental support, and public awareness.

Linn County Medical Society - Laura Loveless

- Linn County Medical Society promotes professional growth for physicians, and quality health care for the community; most of which hold offices in Cedar Rapids. Their mission is to provide advocacy for Physicians. The Medical Society is Doctor-Centric, and is the ONLY such organization locally that has the opportunity to be an independent forum for our physician community discussion. They provide leadership, education, representation, and dialogue for physicians to be the major influence in the delivery of health care and service to the community.

HACAP Family and Community Health Alliance - Gloria Witzberger

- Building a healthier Iowa is a key ingredient to prosperous local economies. Ensuring today that all mothers and children have access to health and nutrition resources means a more productive community in the future. HACAP Family and Community Health Alliance understands the importance of meeting health and nutritional needs during critical times of developmental growth. We provide a variety of services for maternal, infant and child health. Together with local medical and human service organizational partners, low-wage families and individuals can access our programs by visiting one of our Linn County Service Centers.

Cedar Rapids Healthcare Alliance - Dr. James Levett, Physicians' Clinic of Iowa

- The Cedar Rapids Healthcare Alliance is a non-profit organization established to address our local healthcare costs and safety concerns. The CRHA was founded with a singular vision: to create a community model of care delivery and patient safety centered on transparency, accountability, and cooperation. The CRHA is composed of many community stakeholders, including: TransAmerica, Cardiologists PC, Iowa Quality Center, Kirkwood Community College, Mercy Medical Center, Physician's Clinic of Iowa, Rockwell Collins, and St. Luke's Hospital.

Cedar Rapids School District - Rhoda Shepard, Director of Student Services

- The Cedar Rapids School District has a Wellness Policy and a Wellness Policy

Committee. The committee plans for and monitors implementation and evaluation of the policy. Members include Associate Superintendent of Learning and Leadership; Director Student Services (Rhoda Shepherd – lead); Executive Administrators for elementary and secondary education; Executive Director of Business Services; Executive Director of Human Resources; Manager of Food and Nutrition; Physical Education and Health Education Facilitator; and Health Services Facilitator/ School Nurse

- The School Health Services Program takes the lead in providing a coordinated school health program wherein school nurses and health secretaries work together with district and community representing school health education; physical education; nutrition services; counseling, mental health and social services; healthy school environment; health promotion for staff; and family and community involvement. The School Health Advisory Committee is composed of district and community members representing various elements of a coordinated school health program. It provides an opportunity for these elements to be linked and coordinated to support the district's mission and promote the health and safety of students and staff. It acts as a forum for discussion about school health concerns, helps to determine school health needs to be addressed, assists in identifying and developing resources for school health initiatives, and studies and recommends policies, practices and procedures related to school health.

Community Health Charities Iowa - Amy Thuente, Director – Business Development & Marketing

- Community Health Charities Iowa (CHC Iowa) is a federation of 24 local health-related non-profit organizations dedicated to helping the 554,700 Iowans who face the challenges of a disability or chronic disease every day. CHC Iowa helps businesses in the community engage their employees through health and wellness programs, volunteer opportunities, and workplace giving. The health and wellness program, Health Matters at Work, offers area employers with a customizable online health portal, podcasts, webinars, e-newsletters, health fairs, disease management and risk assessment tools, and diet and exercise strategies. The program is offered at no cost.

Linn County Public Health - Stephanie Neff, Interim Director; Hayley Hegland, Community Health Education Specialist

- Linn County Public Health (LCPH) is always working to improve the health of our community. In addition to offering many individual services, LCPH also works to improve our resident's health through the prevention of disease and injury, promotion of healthy behavior, and protection of the public and their environment.

Mercy Medical Center - Tim Charles, President & CEO, Dr. Tim Quinn, President MercyCare Community Physician's; Dr. Tim Sagers, Medical Director Business Health Solutions; Rebecca Jacobs, Sr. Director Health and Wellness Services; Kim Frazier, Corporate Wellness Manager

- For more than 110 years, Mercy Medical Center has delivered The Mercy Touch® by partnering the latest technology with compassionate and high-quality patient care. Mercy is a fully accredited 445 licensed-bed regional hospital. Founded by the Sisters of Mercy, the medical center offers a wide range of patient services from the integrated cancer care accredited by the American College of Surgeons (ACoS) to the Chest Pain Center accredited by the Society of Chest Pain Centers (SCPC). Other strengths include surgical services, critical care services, women's services, obstetrics and multiple services for the prevention and management of chronic conditions. Mercy offers a variety of resources to promote healthy living. Those include Mercy's Fitness Center, Steps2Health walking and health education program, interactive health tools and online expert resources.

United Way of East Central Iowa - Eugenia Vavra, Manager, Community Building

- United Way of East Central Iowa's mission is to "unite the caring power of communities to invest in effective solutions that improve people's lives." United Way currently funds 38 partner agencies with 19 focused on improving the health and well-being of our most vulnerable citizens. In FY2011 United Way funded health agencies served over 70,000 citizens within our service area of Benton, Cedar, Jones, Linn and Washington counties. The organization currently has a community health goal of increasing health choices by 10% over the next five years.

St. Luke's Hospital - Ted Townsend, President & CEO

- As a leader in community health care, St. Luke's was founded in 1884 as Cedar Rapids' first hospital. Today, St. Luke's offers a diverse range of patient care services with particular strengths in heart care, emergency services, rehabilitation, obstetrics and newborn intensive care. St. Luke's was awarded the Thomson Reuters 100 Top Hospitals award for three consecutive years, is a Magnet Nursing Hospital and most recently has been recognized by US News and World Report as a Regional 50 Best Hospital in the nation.

14. How will your team reach out and engage 25 percent or more of the community's population to participate in the individual-level programs and opportunities?

In our efforts to increase community participation for both the Start Somewhere Walk and the Blue Zone Pledge, we have employed several methods to reach the public including media coverage, newsletters and e-blasts from several supporting businesses and organizations, signage in public places, as well as online mediums.

- Media
 - Please see collection of media coverage in Appendix A.
- Newsletters, e-blasts, etc. from supporting businesses and organizations
 - Cedar Rapids Chamber of Commerce – *5,000 recipients; 980 Facebook fans*
 - Cedar Rapids School District – *16,500 students and families; 7,400 volunteers; 2,800 staff members*
 - City of Cedar Rapids – *1,350 recipients*
 - Coe College – *1,400 recipients*
 - Corridor Business Journal – *10,600 print recipients, 9,400 email recipients*
 - Blue Zones Online Ad (Dec. 5-28) – *4,729 recipients*
 - Downtown District – *3,600 recipients, 3,400 Facebook fans*
 - ImpactCR – *1,100 recipients, 225 Facebook fans*
 - Kirkwood Community College – *1,500 recipients*
 - Mercy Medical Center – *5,000 recipients*
 - St. Luke's Hospital – *3,700 recipients*
 - United Way – *10,000 recipients*
 - Uptown District – *200 recipients*
- Signage
 - Billboard on I-380, Blairs Ferry Road, and Collins Road
 - Start Somewhere Walk – Sept. 28-Oct. 7 2011
 - Blue Zone Pledge – January 2012
 - Blue Zone Postcards
 - 10,000 cards printed by Sourcemia and distributed throughout community
- Online
 - www.getactivecr.com – *1,000 visitors monthly*
 - www.facebook.com/BlueZoneCedarRapids – *226 views*
 - BlueZoneCR on Twitter
- Events
 - Start Somewhere Walk – October 7, 2011
 - Over 16,000 walkers at 200+ locations in Cedar Rapids

- Cedar Rapids Resident Appreciation Night – December 8, 2011
 - Collected pledges from public.
- Blue Zone Ambassador Kick-Off Event – January 5, 2012
 - Community invited to learn about Blue Zones, how they can get involved, meet our Power 9 Board, get free Blue Zone gear including t-shirts, books, buttons, stickers, etc.
- American Cancer Society’s Relay for Life Fundraiser – January 19, 2012
 - Partnering with Relay for Life participants to collect Blue Zones pledges.
- Cedar Rapids Blue Zone Blue Day – January 20, 2012
 - Community-wide effort to raise awareness by “going blue for Blue Zones.” Employers are asked to allow their employees to wear blue jeans and Blue Zones stickers on this day.
 - Hy-Vee will be collecting pledges at all 15 locations on this day at community kiosks. Estimated potential of reaching tens of thousands of Cedar Rapids residents.

15. Provide a list of civic and social organizations in the community that have interest in their members participating.

- | | |
|--|---|
| <ul style="list-style-type: none"> • American Legion & American Legion Auxiliary • AmVets • Bicycle Advisory Council • Boys and Girls Clubs of Cedar Rapids • Boy Scouts – Hawkeye Area Council • Cedar Rapids Baseball Club • Cedar Rapids Elks Lodge • Cedar Rapids Jaycees • Cedar Rapids Kiwanis Club • Cedar Rapids Knights of Columbus | <ul style="list-style-type: none"> • Cedar Rapids League of Women Voters • Cedar Rapids Lion Clubs • Cedar Rapids Neighborhood Associations • Cedar Rapids Moose Lodge • Cedar Rapids Murals and More • Cedar Rapids Scottish Rite • Cedar Rapids Tuesday Noon Optimist Club • Cedar Valley Running Association • East Iowa Ski Club • El Kahir Shrine • Five Seasons Ski Team |
|--|---|

- Girl Scouts of Eastern Iowa
- Greater Cedar Rapids Community Foundation
- Hawkeye Bicycle Association
- ImpactCR!
- Junior Achievement of Eastern Iowa
- Junior League
- Linn Area Cyclers Biking Club
- Linn Area Mountain Bike Association
- Linn County Trails Association
- Linn County Nonprofit Resource Center
- Marion/Cedar Rapids Road Hogs Bike Club
- NewBo Market
- Rotary Club of Cedar Rapids (West, Downtown, Metro North)
- Toastmasters Club
- Trees Forever
- Variety Children’s Charity of Iowa
- Veterans of Foreign Wars

16. What organizations regularly recruit and manage volunteers in the community? Note if they have a dedicated volunteer coordinator and whether that resource is full- or part-time.

Please see the table in Appendix D.

17. Participation from citizens will be necessary in this initiative. Provide 2-3 examples of how you recruit volunteers and mobilize individuals to engage in your community initiatives.

Example 1

United Way of East Central Iowa

United Way of East Central Iowa's Volunteer Center creates connections between volunteer opportunities and individuals or groups to help them serve their community in Linn, Jones, Benton, Cedar, Iowa, and Washington counties.

- Promotes volunteerism and raises awareness of the value volunteers bring to the community.
- UWECI Volunteer Program partners with over 100 non profits.
- Mobilizes volunteers for one day service projects. Coordinates 1250 volunteers annually for the annual Day of Caring.
- Referred or connected over 2,400 individuals to volunteer opportunities in 2010/11.
- UWECI Volunteer Programs coordinated over 85,000 hours of volunteer service, valued at \$1,806,250.
- Engages business leaders in building a stronger community through volunteering.

Example 2

Retired Senior Volunteer Program (RSVP)

RSVP is America's largest volunteer network for people age 55 and over. In Linn and Jones Counties, RSVP has 450 members who volunteer for nearly 80 partner agencies in a wide variety of jobs. With RSVP, an older adult chooses how and where they want to serve. They choose the amount of time they want to give and they choose whether they want to draw on their skills or develop new ones. With RSVP, an older adult receives pre-service orientation, training for the organization where they serve and supplemental insurance while on duty.

Example 3

ISU Master Gardeners

The ISU Extension Office of Linn County Master Gardener Program has over 150 volunteer Master Gardeners who donate their time and expertise to the community. Below is a list of just a few of the ways Master Gardeners are active in our community.

- Taking calls during a regular weekly radio spot on WMT Radio.
- Publishing a regular weekly column on timely garden topics in the Gazette & their website.
- Offering an annual Winter Gardening Fair, with over 50 workshops and an attendance of 563 in 2011.
- Answering horticulture questions in a weekly spot on KCRG-TV.
- Answering horticulture questions through phone calls into our Hortline, taking in nearly 5000 calls a year answering questions on all things gardening, including pesticide & herbicide and other chemical usage, composting, vegetables, and much more.
- Growing demonstration gardens at Lowe Park & Kirkwood Community College and participating at Noelridge Park's public gardens.
- Speaking at over 70 events throughout 2011 and reaching an audience of over 3000.

- Holding workshops at our greenhouse at Lowe Park on seed starting, transplanting, and forcing bulbs to MGs and the general public.
- Answering questions at the Marion Farmers Market booth each month throughout the summer.
- Holding an annual Plant Sale & Garden Walk.
- Creating and showcasing gardening education displays at the annual Bruce more Garden & Art Show.
- Teaching *From the Ground Up*, a plant education curriculum in eight to twelve, 4th grade classrooms per year.

18. Are you willing to share your learnings with other communities? What have you done in the past to collaborate and learn from other communities?

The Flood of 2008 gave all community leaders in Cedar Rapids the opportunity to both learn from other communities, and then in subsequent years to give back by providing lessons learned, and also valuable disaster recovery systems to other disaster-stricken communities.

As the flood waters rose, city staff and community leaders reached out across the nation for best practices in disaster response and recovery. The assistance provided was overwhelming, and many innovative practices were implemented in Cedar Rapids, resulting in award-winning recovery and planning efforts.

The Business Long Term Recovery Initiative was established by the Cedar Rapids Area Chamber of Commerce in an effort to save, sustain and grow flood impacted business. This initiative was built from the ground-up and will is now a national model used throughout the U.S. for future disasters. The local Chamber of Commerce assisted the City of Nashville, Tennessee, after their flooding disaster in 2010.

City staff has teamed with community leaders to provide ongoing disaster recovery assistance to other communities by sharing the Cedar Rapids flood story, the community's ongoing work with the Federal Emergency Management Agency, and the planning with partner the U.S. Army Corps of Engineers.

Additionally, in July 2009 and again in May 2010, several community business and healthcare leaders, including Cedar Rapids Health Care Alliance board members, were invited to participate in meetings in Washington, DC, conducted by the Institute for Healthcare Improvement (IHI). Using national data from Medicare, a select group of communities, including Cedar Rapids, were studied using the Dartmouth atlas and database. Among all communities in the U. S., these communities were found to have the highest quality and lowest cost healthcare in the nation. A recent New York Times article summarized this quite well:

“If the rest of America could achieve the performances of regions like these, our health care cost crisis would be over. Their quality scores are well above average. Yet they spend more than \$1,500 (16 percent) less per Medicare patient than the national average and have a slower real annual growth rate (3 percent versus 3.5 percent nationwide).”

This recognition is a distinct honor for our community and will position Cedar Rapids to be competitive for federal project support such as becoming an Accountable Care Organization (ACO) or developing a community health information exchange (HIE) with the ability to link healthcare information systems among providers within our community.

Following these meetings, leaders from Cedar Rapids were invited by the IHI in 2010 to participate in its Triple Aim Initiative. This initiative is an ongoing effort to determine better ways to treat the individual and improved methods of population management, all of which is accomplished at low cost. The initiative involves a number of select communities who share experiences of both success and failure, and is an ongoing effort.

19. Local community engagement will require meeting places for people to gather. Provide a list of meeting spaces that can accommodate over 50 people.

Please see the table in Appendix E.

20. List office space options per specifications in Appendix.

Diversity Focus
222 2nd Street SE
Cedar Rapids, IA 52401

Mercy Medical Center
701 10th Street SE
Cedar Rapids, IA 52403

St. Luke's Hospital
1026 A Ave NE
Cedar Rapids, IA 52402