



October 28, 2011

Dear Blue Zones Project Team,

As the Mayor of Cedar Rapids, Iowa, I am pleased to submit the enclosed statement of interest application, community commitment list and seven letters of support from local organizations, employers and elected officials. As a community, we are committed to becoming a Blue Zone Community and supporting Governor Terry Branstad's Healthiest State Initiative.

Our community demonstrated that support on October 7, 2011 when 16,591 Cedar Rapids residents participated in the Start Somewhere Walk, representing 60 percent of all the citizens who participated in Linn County.

We demonstrated that support in the 2010 Gallup-Healthways Well-Being Index. Cedar Rapids is proud to be ranked seventh for the well-being of our citizens in terms of life evaluation, emotional health, physical health, healthy behavior, work environment and basic access.

We have also demonstrated that support through several ongoing community projects, including the expansion of our trail system to create a more walkable and bikable community, a popular farmers' market serving fresh, healthy foods, an annual awards program recognizing healthy work environments, a local hospital's program to encourage residents to walk more often and a robust volunteering program. In fact, the Cedar Rapids City Council recently passed a new ordinance that supports urban agriculture initiatives in our city.

Cedar Rapids is the second largest city in Iowa and serves as a regional influence to seven surrounding counties. While 82.6 percent of adult residents live and work in Cedar Rapids, we also draw thousands of adult residents from throughout eastern Iowa to work and play in our community. According to 2000 Census data, 114,228 people commute to our county from around the state. As a Blue Zone Community, we have the opportunity to influence a large population of Iowa, helping them make healthier choices and live healthier, longer, happier lives.

Sincerely,

A handwritten signature in black ink that reads "Ron J. Corbett".

Ron J. Corbett, Mayor  
City of Cedar Rapids

# Statement Of Interest

## Section 1: Describe Your Community

In the space below, tell us more about your community.

Community Name or Geographic Area	Cedar Rapids	
Population Size	126,326	
Number of School Districts	3	
Name of your Mayor and term expiration	Mayor Ron Corbett	2013
Name of City Manager (if applicable)	Mr. Jeff Pomeranz	

Names of your City Council Members	Term Expiration
Mr. Kris Gulick, District 1 City Council Member	2013
Mr. Don Karr, At Large City Council Member	2013
Mr. Tom Podmizek, At Large City Council Member	2011
Mr. Pat Shey, District 3 City Council Member	2013
Mr. Justin Shields, District 5 City Council Member	2013
Mr. Chuck Swore, At Large City Council Member	2013
Ms. Monica Vernon, Mayor Pro Tempore, District 2 City Council Member	2011
Mr. Chuck Wieneke, District 4 City Council Member	2011

List the largest five employers using number of local employees as criteria	
Employer Name/ CEO or Owner	# of Local Employees
Rockwell Collins - Mr. Clay Jones, CEO	9,470
Transamerica - Ms. Brenda Clancy, COO	3,872
St. Lukes Hospital - Mr. Ted Townsend, CEO	3,184
Cedar Rapids Community School District - Dr. David Benson, Superintendent	2,800
Mercy Medical Center - Mr. Tim Charles, CEO	2,312

Percent of adult residents that live and work in this community	82.6%
Percent of adult residents that live in the community but work outside the community	17.4%

Please identify the communications outlets serving your community	
Newspaper(s)	The Gazette, Corridor Business Journal
Television Station(s)	KCRG, KWWL, KGAN, KFXA/B, Mediacom Cable, IMON Cable
Radio Station(s)	WMT, KMRY, KZIA, KGYM, KCCK, 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 Coun

## Section 2: Community Commitment

List all community leaders that to-date have committed to participate in the application process.

Name	Title, Organization
Section 2 completed on attached document	
Also, please see the 7 letters of support attached	

# Cedar Rapids Statement of Interest for Blue Zone Project

## Section 2: Community Commitment

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 of Priority One & Interim President of the Cedar Rapids Area Chamber of Commerce
Doug Neumann	President & CEO, Cedar Rapids Downtown District
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, 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, 1 <sup>st</sup> 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 <sup>th</sup> Street Hy-Vee Drugstore
Kim Jaber	Store Director, 32 <sup>nd</sup> 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.

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### Section 3: Contact Information

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

- I understand the application requirements and commit to work with my community to meet these requirements should my Statement of Interest be approved.

### Section 4: Complete The Submission Process

To complete the submission process, follow the steps below:

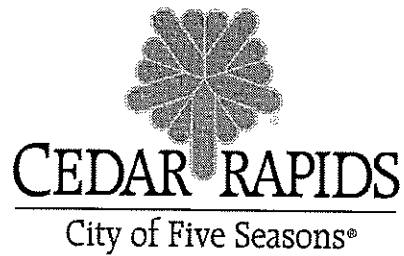
1. Submit your Statement of Interest by 5pm CDT on October 28, 2011.
2. Submissions should be sent via email to [BlueZonesSOI@healthways.com](mailto:BlueZonesSOI@healthways.com). Your Statement of Interest form should be saved in PDF format and attached in the email.

Your Statement of Interest will be reviewed for completeness and capability to be a potential Blue Zones Community. Once your Statement of Interest is approved, you will need to complete a full application.

And remember that citizens can help bring Blue Zones to their community by signing up at [www.bluezonesproject.com](http://www.bluezonesproject.com) or by texting "BZP" to 772937 to show their support. Improve your town's chance of being selected to be one of the first Blue Zones Communities in Iowa by rallying your citizens to sign up.

Save Form

Print Form



**RESOLUTION NO. 1406-10-11**

**RESOLUTION OF SUPPORT FOR PARTICIPATION IN THE BLUE ZONE PROJECT**

WHEREAS, Cedar Rapids is eligible to submit a statement of interest to the Blue Zones Project by October 28, 2011, and

WHEREAS, the Blue Zones Project supports transforming the community into a place where the healthiest, happiest, and most productive people live, and

WHEREAS, all members of the Cedar Rapids community are encouraged to join with the City in this endeavor to become a Blue Zones Community,

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CEDAR RAPIDS, IOWA, that a statement of interest be submitted for Cedar Rapids to become a Blue Zones Community, and that City staff be directed to participate in the submission of information.

Passed this 25<sup>th</sup> day of October, 2011.

Voting: Council member Vernon moved the adoption of the resolution; seconded by Council member Wieneke. Adopted, Ayes, Council members Gulick, Karr, Podzimek, Shields, Swore, Vernon, Wieneke and Mayor Corbett.

Ron J. Corbett, Mayor

Attest:  
Amy Stevenson, City Clerk



Board of Supervisors  
Linn County, Iowa

Lu Barron - District 1  
Linda Langston - District 2  
Ben Rogers - District 3  
Brent Oleson - District 4  
John Harris - District 5

Administrative Office Building  
930 First Street Southwest  
Cedar Rapids, Iowa 52404-2161

October 20, 2011

To Whom It May Concern:

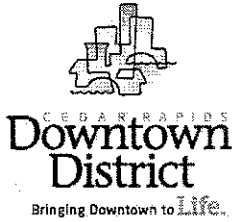
The Linn County Board of Supervisors is pleased to support the City of Cedar Rapids' interest in being selected as a Blue Zone Community.

We are committed to doing whatever we can to help boost the overall health, fitness and general wellbeing of the area's citizens, and we are proud that Linn County's Public Health Department has already taken an active role in the planning process. On a smaller scale, Linn County currently offers its employees benefits that aim to enhance their wellbeing, such as free health screenings with follow-up consultations and subsidized health club memberships. The added advantage to the County is a healthier workforce that misses fewer days of work and a corresponding decrease in health insurance costs to the County. We also will continue our support for trails, recreation and parks to encourage our citizens to walk, run, bike and enjoy the outdoors.

We believe that a healthier citizenry would certainly contribute to the improved vitality and livability of Cedar Rapids and Linn County as a whole. We look forward to joining the City in engaging the community and encouraging residents to embrace the Blue Zones principles.

Sincerely,

Ben Rogers  
Chair  
Linn County Board of Supervisors



Cedar Rapids Downtown District  
312 Second Avenue SE  
Cedar Rapids, Iowa 52401  
P: 319.398.0449  
F: 319.365.2604

October 26, 2011

Dear Blue Zones Project Team,

The Cedar Rapids Downtown District, Cedar Rapids Area Chamber of Commerce and Priority One would like to add our enthusiastic support to the Statement of Interest, to be submitted as a step for Cedar Rapids in applying to become a Blue Zone Community.

There is an obvious connection between the Blue Zone Community initiative of creating healthy environment here in Cedar Rapids, and our effort to advance economic growth and prosperity within our region. Those places that have already transformed into Blue Zone Communities are showing that citizens are healthier in mind, body and spirit; happier; had a significant drop in absenteeism by key employers and are more productive than ever. If we can see similar results in Cedar Rapids, our citizens - the people who make up our local business community, who advance community projects, and who impact where our future is headed - will help our community to grow and prosper for years to come.

Cedar Rapids was ranked as the *7th Healthy Community* in the nation in 2010 as reported by the Gallup/Healthways Well-Being Index, and we know that with coordinated communication and advocacy efforts Cedar Rapids can continue to climb that chart, forever changing lives of our citizens, and advancing the economic potential within our region.

Good luck in your pursuit of becoming qualified for the next step in this important endeavor and please let us know how else we can help. We appreciate your leadership on this important project.

Regards,

A handwritten signature in black ink that reads "Doug Neumann".

Doug Neumann  
President/CEO, Cedar Rapids Downtown District

A handwritten signature in black ink that reads "Dee Baird".

Dee Baird, Ph.D.  
Interim President, Cedar Rapids Area Chamber of Commerce  
President, Priority One



October 25, 2011

Cassie Willis  
Communications Liaison, City Manager's Office  
City of Cedar Rapids  
3851 River Ridge Drive NE  
Cedar Rapids, IA 52402

Dear Cassie:

As the City of Cedar Rapids prepares to submit a *Statement of Interest* to the Blue Zones Project, the Cedar Rapids Community School District is pleased to support the effort. The Blue Zones Project supports transforming our community into a place where the happiest, healthiest, and most productive people live. This is in keeping with the District's vision of excellence for all and would contribute to our mission to develop 21<sup>st</sup> century learners and productive citizens. We currently have efforts underway to enhance the healthy development of our students. The District is proud to join with the City to support efforts to become a Blue Zone and will encourage staff, families, and our community partners to pledge their participation.

Sincerely,

Dr. Dave Benson, Superintendent  
Cedar Rapids Community School District  
Cedar Rapids, Iowa



*Where your experience starts*

October 18, 2011

To Whom it May Concern:

The Cedar Rapids Area Convention & Visitors Bureau fully supports the efforts of the City of Cedar Rapids to become a Blue Zone Community.

We love Cedar Rapids and believe it is a great place to live, work and visit. However, we always strive to improve ourselves and our community. Cedar Rapids is experiencing a transformation at its core following the Floods of 2008 and the timing is perfect for our residents to focus on their individual transformations to become healthier and happier at work, home and play.

The healthier a community, the more attractive it becomes for others to visit. Happy residents support local arts, entertainment and cultural entities allowing them to thrive and grow. A thriving local arts and cultural city is a natural draw for visitors, new businesses and potential new residents.

Cedar Rapids has a strong network of recreational entities in place to assist residents in enhancing their physical health, which also enhances social and emotional well being. We have fantastic local restaurants and can advocate for them to make simple changes to encourage their patrons to make better choices.

The Cedar Rapids Area Convention & Visitors Bureau looks forward to the opportunity to work together with our neighbors to encourage area residents to live healthier, better lives. Please consider Cedar Rapids a community ready and willing to receive direct assistance from the Project Blue Zone team.

Sincerely,

A handwritten signature in cursive script that reads "Marilee Fowler".

Marilee Fowler, CEO  
Cedar Rapids Area Convention & Visitors Bureau



4333 Edgewood Road NE  
Cedar Rapids, IA 52499

October 24, 2011

Re: Cedar Rapids Blue Zone Application

This letter will serve as a statement of Transamerica's support for Governor Branstad's initiative to make Iowa the healthiest state in the Nation and specifically Cedar Rapids' application to be considered as a Blue Zone Community.

Health and wellness have long been part of our culture and play an important part in making Transamerica a great place to work. We are fully committed to assisting Cedar Rapids in its effort to make the community a healthier place live and work.

Sincerely,

Brenda Clancy  
Executive Vice President, Chief Operating Officer



Wednesday, October 19, 2011

Blue Zone Project Team:

The 13 Cedar Rapids Hy-Vee Food and Hy-Vee Drugstores, our employees and we, store directors, are committed to a major Hy-Vee mission and that is to 'Making lives, easier, healthier, happier'.

As a major retail grocer, Hy-Vee takes responsibility in recognizing our obligation to customers making them aware of food qualities and the importance of following a sensible dietary menu to maintain overall health. Hy-Vee was one of the first companies to promote NuVal, a number system designed to show the nutritional value of food products. The higher the number, the more nutritional the food item. We pride ourselves in providing customers with the information they need to make healthy food choices.

Years ago Hy-Vee also recognized the value of having dietitians on our staffs. Hy-Vee Dietitians are instrumental not only in our stores but throughout the community in helping to support Hy-Vee's goals relating to the health and well-being of the customers we serve. They constantly seek out ways to spread Hy-Vee's health messages.

Hy-Vee took an active and leading role in organizing and promoting major 'Start Somewhere Walks' in this area jumpstarting Iowa Governor Terry Branstad's initiative in making Iowa a healthier state. With support and commitment from our citizenry, it is hoped the state of Iowa will improve upon its national ranking as the 19<sup>th</sup> healthiest state to the healthiest state within five years. An ambitious and lofty goal but one that Hy-Vee and its over 2,000 area employees fully support.

We believe the Cedar Rapids area has the makings to embrace the concept of a Blue Zone Community with Hy-Vee and its employees actively involved in promoting this opportunity. The Cedar Rapids Hy-Vee store directors are fully committed to making this a reality.

Sincerely,



Dan Fuller



Jim Lingo




Greg Wery



Jeff Carter



Tim Cernin




Jeff Hubler



Jamie Franck



Chris Duggan



Kim Jaber



Tryce Polley



Kent Cole



Cindy Berntsen



Steve Barak