



BLUE ZONES PROJECT®

Riverside County Communities

BANNING | COACHELLA | MEAD VALLEY | PALM SPRINGS | RIVERSIDE

STATUS REPORT
September 2024

Project Sponsors



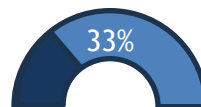
Project Scope

	Project Timeframe	Resource Allocation	Project Team	Adult Population
Banning	9 months + 3 years	\$5.95M	4 FTE	23,500
Coachella	9 months + 3 years	\$5.99M	4 FTE	36,000
Palm Springs	9 months + 3 years	\$5.99M	4 FTE	40,800
Riverside	9 months + 5 years	\$20.83M	11 FTE	247,000
Mead Valley (Activate)	3 years	\$1.64M	1 FTE	15,000

Project Status

Foundation and Planning
Month 3

Time Elapsed



Status
On Track





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Key Milestones – Completed

Milestone	% Progress	Due Date	Project Update	Status
<i>Project Strategy and Timeline</i>				
Draft Project Timeline and Detailed Project Plan with milestones for each community	100%	8/12	Project plans completed for each community; systems alignment in process.	Complete
Executive Committee Kickoff Meeting	100%	8/13	Meeting completed.	Complete
Define sponsor/city approval process flow	100%	8/7	Process aligned with BZ and sponsors. Alignment with cities at PIO meeting on 8/6.	Complete
<i>Marketing and Communications</i>				
Social media systems setup	100%	8/15	Social media systems secured; first post to be aligned with city PR and announcements.	Complete
Draft and approve Regional Press Releases with Sponsors and Cities	100%	8/13	Press release approved.	Complete
Put Regional Press Release on the wire	100%	8/20	Posted to PR Newswire on 8/29	Complete
Finalize media toolkit	100%	8/23	Media toolkit completed.	Complete
<i>Hiring and Staffing</i>				
Complete ED candidate screenings and Executive Committee Panel interviews				
<ul style="list-style-type: none"> Riverside 	100%	8/23	Erin Edwards hired; start date 8/29.	Complete
<ul style="list-style-type: none"> Mead Valley 	100%	8/23	Offer made to Hashish Winstead.	Complete
Hire and onboard EDs				
<ul style="list-style-type: none"> Riverside 	100%	9/13	Erin Edwards start date 8/29; training to be completed by 9/30.	Complete
Complete Staffing Plan for all communities	100%	8/23	Staffing plan complete and JDs drafted.	Complete



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Key Milestones – 30 Day View

Milestone	% Progress	Due Date	Project Update	Status
<i>Project Strategy and Timeline</i>				
Complete Denominators draft	10%	9/30	Policy scan discussions in progress; ARC/GIS licensing underway.	On Track
<i>Marketing and Communications</i>				
Draft and approve City Press Releases for each community with Sponsors	50%	10/1	Decision to move announcement events to Oct/Nov once EDs hired. Press Releases will be completed prior.	On Track
Put City Press Releases on the wire	0%	10/15	To be completed prior to announcements.	Not Started
Identify and secure Announcement Event locations and dates	25%	9/6	Decision to move announcement events to Oct/Nov once EDs hired. Date selection in progress. Announcement sites: <ul style="list-style-type: none"> • Banning: Banning Armory • Coachella: Coachella Library • Palm Springs: Palm Springs Leisure Center • Riverside: Camp Anza 	On Track
Finalize Announcement Event stakeholder invite lists	50%	9/13	Stakeholder lists under review with City PIOs.	On Track
Send Announcement Event invites	0%	9/16	Invite drafts templates in progress.	Not Started
Finalize and order Announcement Event engagement kit	25%	9/13	Materials complete; will be finalized once logo lockup confirmed.	On Track
Complete and distribute Riverside specific talking points/FAQ	75%	9/13	FAQ distributed to media; update in progress based on Palm Springs questions.	On Track
Website go-live	75%	9/30	Under final configuration.	On Track
Complete ED candidate screenings and Executive Committee Panel interviews				
<ul style="list-style-type: none"> • Banning 	75%	9/16	Final candidate panel interview 9/6.	On Track
<ul style="list-style-type: none"> • Coachella 	75%	9/16	Final candidates to be sent to panel interview.	On Track
<ul style="list-style-type: none"> • Palm Springs 	50%	9/16	Final candidate identified. Discussion on timeline for hire and staff model in progress.	On Track
Hire and onboard EDs	20%	9/30	Goal to hire and onboard EDs by end of September to allow for participation in community events in Oct.	On Track
Post Community Team JDs	75%	9/16	JDs drafted; positions to be posted once EDs identified.	On Track



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Performance Guarantees – Foundation Period

Performance Guarantee	% Progress	Due Date	% Total Fees at Risk	Status
Complete Announcement Event & Communications (event completed, press release issued, email/social media campaign completed)	50%	9/30/24	5%	●
ED Hired and onboarding education complete	20%	10/31/24	15%	●
Steering Committee roster completed with representation across territory/key People, Places and Policy pillars; SC training completed	10%	12/31/24	10%	●
All other staff hired and onboarding training complete	0%	03/31/25	10%	●
Leadership Team roster completed with representation across territory/key People, Places and Policy pillars; LT training completed	0%	03/31/25	15%	●
Minimum one (1) media partner secured for duration of SOW term	0%	03/31/25	5%	●
Continued policy environment analysis and Summits conducted by all BZ Policy experts	0%	03/31/25	10%	●
Blueprint submitted to SC and LT (community metrics selected by SC and data sources identified by BZ team, development and approval of PG milestones, including health plan-focused quality priorities)	0%	5/31/25	30%	●