



**APPROVED 10/16/2024**

**\*SUMMARIZED MEETING MINUTES\***

City of Scottsdale  
Scottsdale Environmental Advisory Commission (SEAC)  
**Regular Meeting**

**5:30 p.m. Wednesday, August 28, 2024**

Community Development Conference Rooms  
One Civic Center, 7447 E. Indian School Road, Scottsdale, 85251

**Call to Order** 5:31 p.m.

**PRESENT:** Chair Ute Brady, Vice Chair Scheck; Commission Members: Alexandra Craig, Walter Cuculic, Tara Iyengar, Ryan Johnson, Alisa McMahon

**ABSENT:** None

**STAFF PRESENT:** Lisa McNeilly, Sustainability Director; Tim Conner, Environmental Policy Manager; Derek Castañeda, Environmental Program Coordinator; Brent Stockwell, Assistant City Manager; Erin Perreault, Planning, Economic Development and Tourism Executive Director (virtually); Cindi Eberhardt, Planning & Development Area Director.

**PUBLIC COMMENT:** None; two members of the public were in attendance.

**1) Approve Meeting Minutes for July 24, 2024**

Chair Brady made a motion to approve the Regular Meeting Minutes for July 24, 2024 with the discussed edits from Commissioner McMahon, with Vice Chair Scheck providing a Second for the motion, which carried 7-0. All members voted for APPROVAL.

**2) Blue Zones Project Scottsdale**

Sarah Kearney, Blue Zones Project Scottsdale, presented the history of Blue Zones and a quick overview of the work being done to make Scottsdale a Blue Zones Certified Community by 2027. With a purpose "to empower everyone, everywhere to live better, longer", Blue Zones focuses on the "Power 9" common denominators to leading a healthy lifestyle. The Blue Zones Project Scottsdale is working in three main areas (people, places and policy) in partnership with HonorHealth, Cigna Group and Goodwill of Central and Northern Arizona. More information, including a link to the Scottsdale Blueprint (February 2024), is available at: <https://bluezonesprojectscottsdale.com/>. Commissioners discussed the presentation and shared a range of suggestions to help implement the goals of the project.

### 3) Shade and Tree Plan

Justin Azevedo, The Design Lab, shared an overview of the work being done to develop a Shade and Tree Plan for the City of Scottsdale. Unique in its focus on both structured shade and trees, the plan will provide practical solutions to enhance shade and cooling strategies, document existing conditions, address maintenance and include a toolkit for trees, structures and water harvesting. Community outreach began in the spring, with seven pop-up events, two open houses and around 1,000 people reached. Next steps include additional community outreach and an estimated completion date of February.

Commissioners provided feedback on the Plan as follows:

1. Suggestion that Scottsdale establish a tree stewardship program and educate Park staff regarding appropriate species for tree replacement, particularly in Scottsdale's southern parks, and adopt a municipal tree loss management policy.
2. Commissioners pointed out that the structured shade target in the Sustainability Plan has not been finalized, pending input from the development of the Shade & Tree Plan. Commissioners requested that the target be completed in time for its incorporation into the draft Sustainability Plan when the plan returns to City Council, possibly this fall.
3. Commissioners challenged the statement that structured shade has higher installation cost, pointing out that structured shade with solar can be built for no cost in conjunction with purchase agreements to buy the electricity produced by the structures. One such example is the solar canopy in the City of Eloy.
4. Commissioners encouraged emphasis on the co-benefits of structured shade, such as solar power production and the capture and direction of rainwater.
5. Commissioners inquired as to the age of the data being used to document existing conditions.
6. Commissioners discussed several aspects of the education component of the plan, including its application to both the public and internal city operations; getting out the critical message of proper tree selection and maintenance; working with developers; trees as habitat; and an often overlooked co-benefit of proper selection and maintenance: less solid waste.
7. Commissioners recalled that the Cooler Scottsdale study correctly pointed out that the City already has many planning and design documents that speak to increasing trees and shade, but lack specific benchmarks and goals. The study concludes that the City's articulated vision is not being realized. Commissioners accordingly challenged the Shade & Tree Plan team to produce real results with this plan.

### 4) Sustainable Scottsdale Awards

Commissioner Craig shared the updated process and timeline for the 2025 Sustainable Scottsdale Award programs, scheduled to open on September 9<sup>th</sup>. Her presentation included updated questions for the finalist phase, which will be finalized at a later meeting.

Wednesday August 28, 2024

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Commissioners suggested text edits to the website and asked to be sent information once the program officially launches.

#### **5) Plastic waste and health**

Commissioner Iyengar expanded on her proposed education campaign to mitigate the impact of microplastics through 'reduce, re-use, compost.' Commissioners discussed ways to make the campaign effective and possible tools for implementation. There was consensus to include the topic on future agendas in order to determine next steps for the commission.

#### **6) SEAC Sunset Review**

Lisa McNeilly clarified the Sunset Review process. The Commission took no action on this item.

#### **7) Staff Updates**

Lisa McNeilly shared information about the upcoming community meetings on sustainability scheduled for early September.

#### **8) Identification of Future Agenda Items**

Chair Brady asked Commissioners to send her and the staff liaison any suggested agenda items.

**Adjournment** 7:58 p.m.



Persons with a disability may request a reasonable accommodation by contacting the Office of Environmental Initiatives at 480-312-2831. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact the Office of Environmental Initiatives at 480-312-2831.



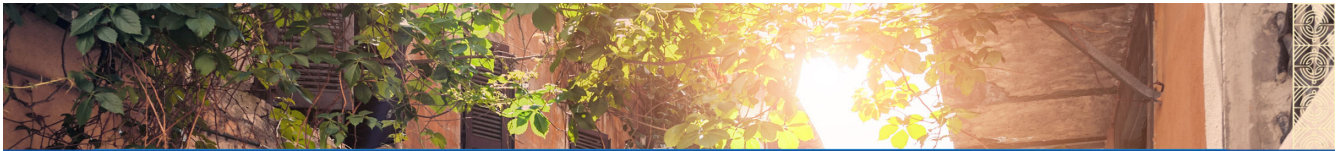
# BLUE ZONES PROJECT®

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AN **HONORHEALTH**  
COLLABORATIVE FOR SCOTTSDALE

## **Blue Zones Project Scottsdale**

Scottsdale Environmental Advisory Commission – August 28, 2024



## Our Purpose

To empower everyone, everywhere  
to live better, longer.



Original blue zones = the ultimate  
examples of communities built for  
optimal well-being.



Blue Zones is recognized as the leader in using  
anthropological research and data-driven results to  
help people get the most of their lives and years.



**NETFLIX**

In the opening month it was in the Top 10 shows of all Netflix in 75 countries and was viewed 5.7M times.

100% Rating on Rotten Tomatoes  
(one of only 15)

Nominated for 6 daytime Emmys



**The Original Blue Zones**

# The original blue zones longevity hotspots exist all over the globe

3x

more likely to live to 100

12yrs.

Living on average 12 more good years than we do in the U.S.









# There's a better way LIVING BETTER, LONGER



## What determines our health?

20%

**GENETICS**

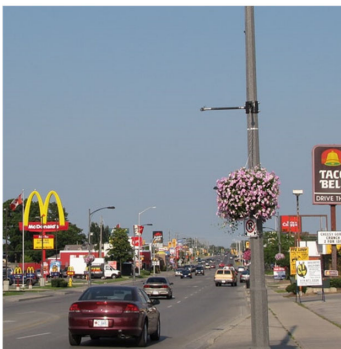
80%

**LIFESTYLE AND ENVIRONMENT**

## It's getting harder to lead a healthy lifestyle



69% of Americans can be classified as overweight or obese



Our environment increasingly encourages unhealthy behaviors



Loneliness and social isolation are risk factors for increased mortality

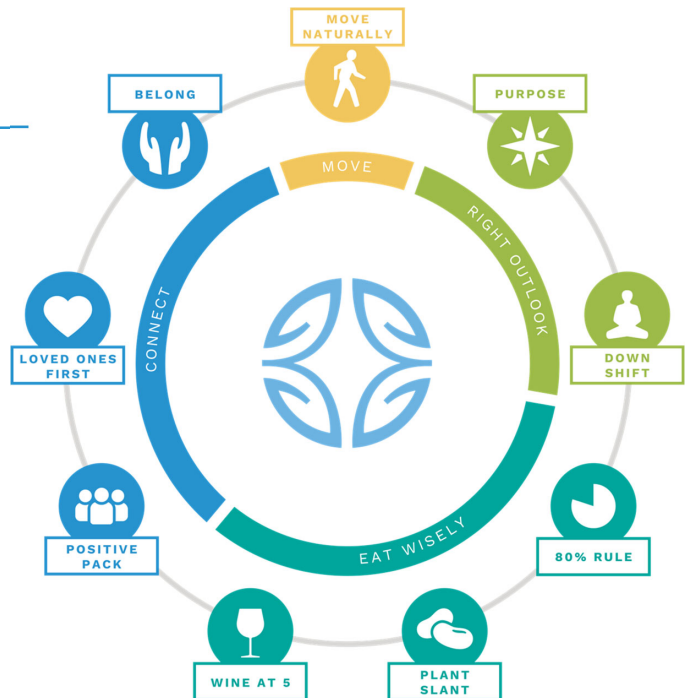


POWER 9<sup>®</sup>

# Power 9<sup>®</sup>

Lessons for living better, longer

- **Move**
  - Move Naturally
- **Right Outlook**
  - Purpose
  - Down Shift
- **Eat Wisely**
  - 80% Rule
  - Plant Slant
  - Wine at 5
- **Connect**
  - Positive Pack
  - Loved Ones First
  - Belong



## Life Radius



Blue Zones Project took learnings from the blue zones research and started working with communities across the US to transform environments to make the healthy choices easier.

**Albert Lea, Minnesota:** after one year participants added 2.9 years to their average lifespan. Increased economic vitality, savings in medical costs and productivity loss and improved health outcomes.

**Ft. Worth, Texas:** 31% decrease in smoking, 9 point increase in residents who exercise at least 30 minutes 3 or more days a week and \$20B lifetime reduced smoking value

**Beach Cities of California:** 25% decrease in obesity, 68% decrease in childhood obesity; 36% decrease in smoking

...and now in over 75 communities across the US and growing



## Scottsdale Project Timeline

# Transformation Process - Where We've Been



- Preliminary Assessment Visit
- Focus Groups
- 1:1's
- Presentations
- Sponsor Identification
- ROI Analysis
- Identification of Project Roles
- Identification of Talent
- Identification of Volunteers & Committee Members



## Blue Zones Project Scottsdale - Community Partners



**BLUE ZONES PROJECT**®

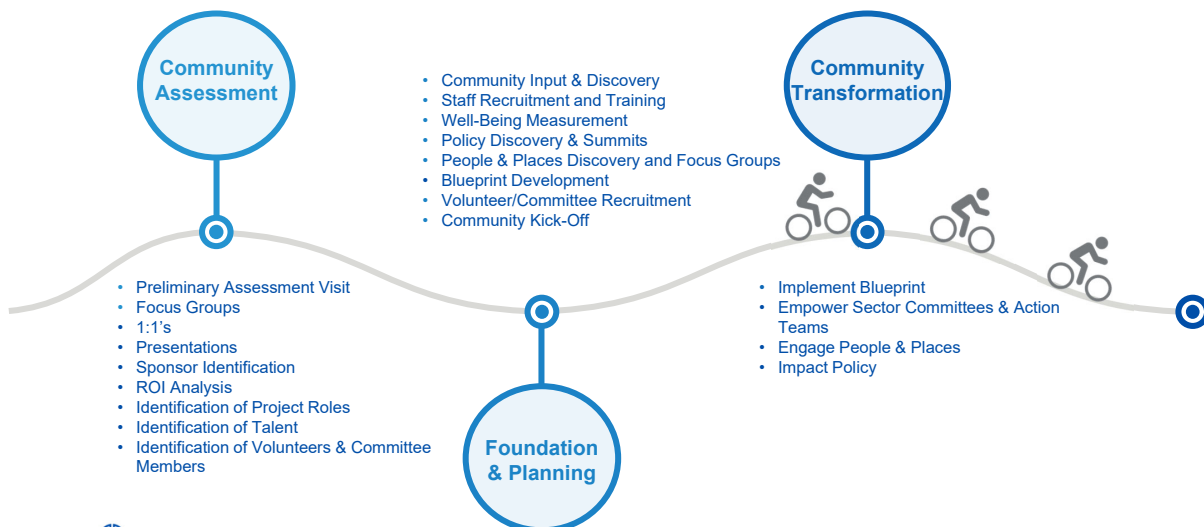
AN **HONORHEALTH**  
COLLABORATIVE FOR SCOTTSDALE



# Transformation Process - Where We've Been



# Transformation Process - Where We Are



# Transformation Process - Where We're Going



# Measuring Success With The Well-Being Index.



**PURPOSE**

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



**SOCIAL**

Having supportive relationships and love in your life



**FINANCIAL**

Managing your economic life to reduce stress and increase security



**COMMUNITY**

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



**PHYSICAL**

Having good health and enough energy to get things done daily



# Impacting People

## People

EMPOWERING & ENGAGING INDIVIDUALS

- Blue Zones Personal Pledge
- Purpose Workshops
- Blue Zones “moai” social groups
- Volunteer Programs
- Blue Zones story speech
- Blue Zones Challenge App

Individuals become **champions of Blue Zones principles** in their own spheres, whether it’s their workplaces, their neighborhoods, or within their own families.

To reach BZP Scottsdale’s goal of 15% of the residents aged 15 plus, we:

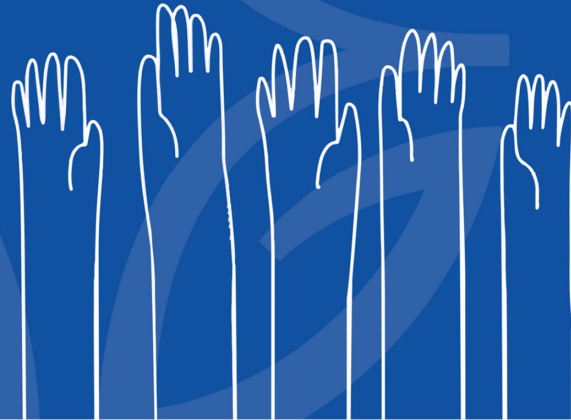
- ✓ Partner with civic organizations
- ✓ Partner with faith-based organizations
- ✓ Engage media
- ✓ Drive PR and community awareness



# TAKE THE BLUE ZONES PLEDGE



Together, we can  
make Scottsdale  
a healthier,  
happier place



## Impacting Places

# Places

## PLACES WHERE WE LIVE, WORK, AND PLAY

### Restaurants

BZP Scottsdale's goal is for **10%** of all restaurants within the community to become Blue Zones Approved.

The Blue Zones Restaurant Best Practices Menu focuses on five areas:

- Increasing Plant Slant Entrée Offerings
- Including Healthier Side Dishes and Portion Sizes
- Educating Staff
- Improving the Environment
- Optimizing Food Preparation and Presentation



### Grocery Stores

BZP Scottsdale's goal is for **25%** of all grocery stores in the community to become Blue Zones Approved.

The Blue Zones Grocery Best Practices Menu focuses on three areas:

- Promoting Healthier Beverage & Food Options
- Improving the Physical Environment
- Incorporating Education and Promotion



### Schools

BZP Scottsdale's goal is for **50%** of all schools within the community to become Blue Zones Approved.

The Blue Zones School Best Practices Menu focuses on:

- Promoting Healthy Food Options
- Increasing Natural Movement Opportunities
- Reducing Sedentary Screen Time
- Increasing Social Interactions
- Increase Mindfulness Opportunities



### Worksites

BZP Scottsdale's goal is to engage **25%** of the workforce within the community to become Blue Zones Worksite Approved.

The Blue Zones Worksite Best Practices Menu focuses on:

- Improving the Physical Environment
- Promoting Access to Benefits and Well-Being Programs
- Advancing Well-Being In Leadership
- Fostering Social Network & Work Community Opportunities
- Incorporate Purpose Building Opportunities



# Impacting Policy

# Policy

FOCUSES ON MAKING THE HEALTHY CHOICE THE EASY CHOICE

## Food Systems

**Goal:** Access to Healthy Food for ALL



## Tobacco

**Goal:** Decrease use of all tobacco and smoke products



## Alcohol

**Goal:** Reduce excessive alcohol use and alcohol misuse



## Built Environment

**Goal:** Promote natural movement, increase social connectedness and overall well-being



# Life Radius®

## PEOPLE

Pledge  
MOAI  
Purpose

## PLACES

Grocery Stores  
Worksites  
Restaurants  
Schools  
Faith-Based  
Communities

## POLICY

Built Environment  
Food  
Alcohol & Tobacco



# Applying the Research

## Move Naturally

### Right Outlook

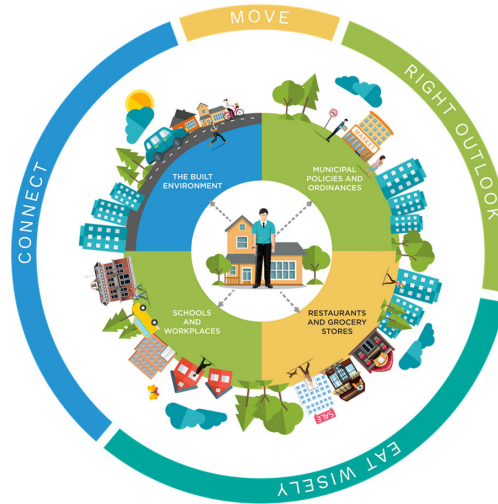
Sense of Purpose  
Downshift

### Eat Wisely

80% Rule  
Plant Slant  
Wine @ Five

### Connect

Positive Pack  
Loved Ones First  
Belong



  
**BLUE ZONES PROJECT**

AN HONORHEALTH  
COLLABORATIVE FOR SCOTTSDALE

SCOTTSDALE  
**BLUEPRINT**  
February 2024



## Blue Zones – Blueprint Current Health & the Environment Initiatives

### Reduce food waste

- Establish and sustain gleaning programs to harvest, rescue, aggregate, and redistribute locally grown food to the hunger relief system.



### Improve and increase pedestrian shade amenities

- Support City of Scottsdale Shade and Tree Plan
- Advance, promote and enhance policies which encourage and enable natural movement, improving pedestrian and multi-modal accessibility
- Increase natural movement opportunities at schools and worksites
- Promote natural movement, increase social connectedness and overall well-being through vibrant public spaces for gathering

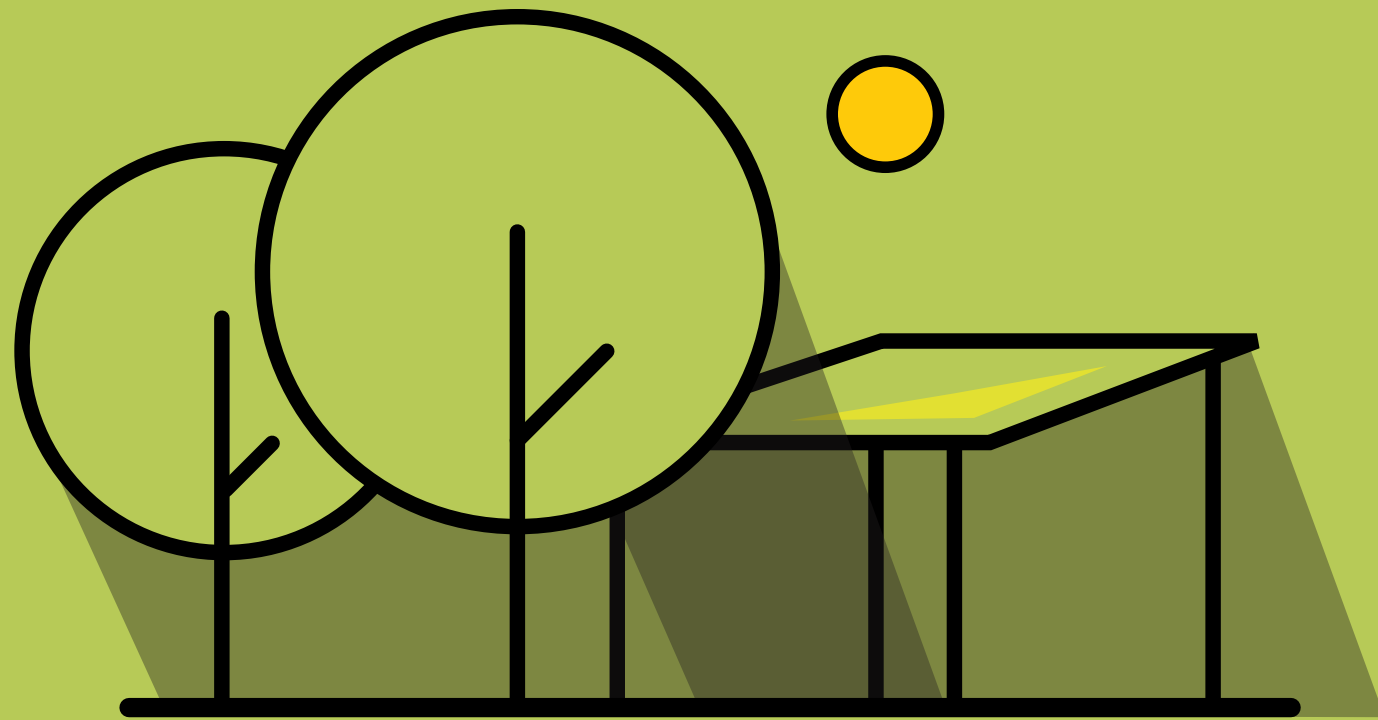


BLUE ZONES™  
Live better. Age better.

# Thank You

[www.bluezoneprojectscottsdale.com](http://www.bluezoneprojectscottsdale.com)

Follow us on Social Media: @bzpscottsdale

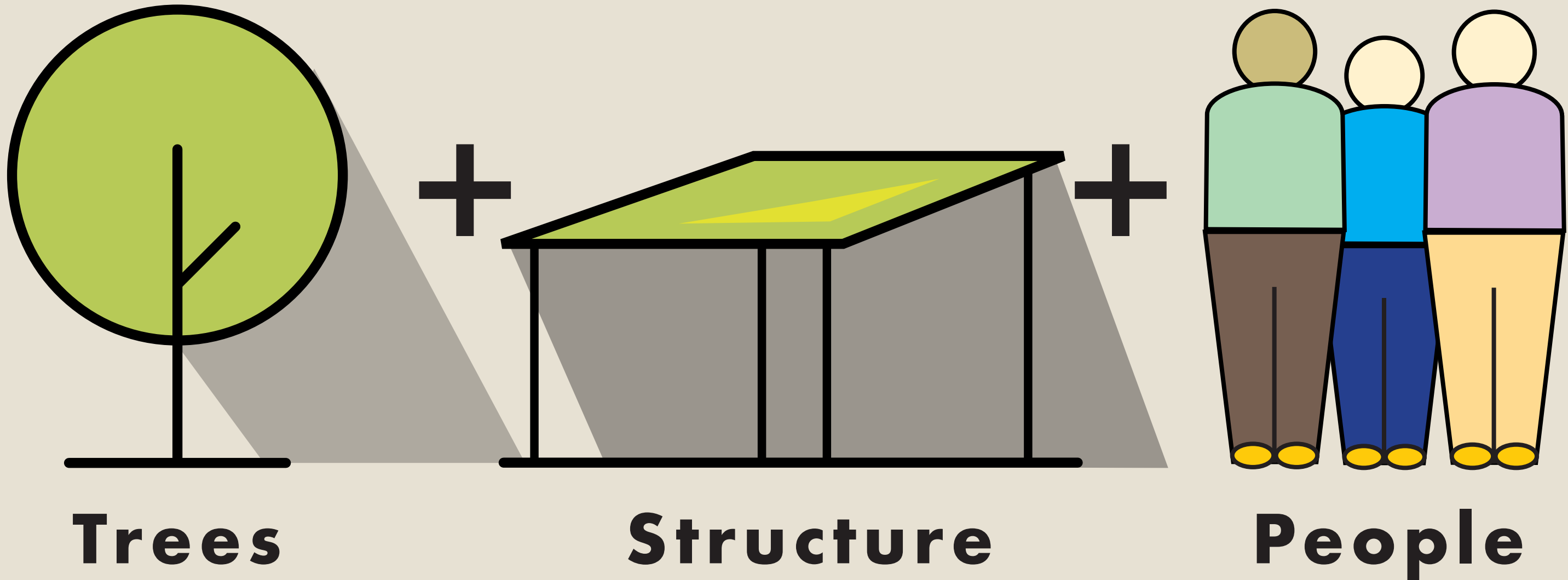


# Shade & Tree Plan

Scottsdale Environmental Advisory Commission

8/28/2024

# The Project



# Why this Plan?



## Identifying Strategies for a Cooler Scottsdale



A comprehensive report prepared for

CITY OF  
**SCOTTSDALE**  
June 2022

This report was created in partnership between the Urban Climate Research Center and the Rob and Melani Walton Sustainability Solutions Service

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

MCCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

MCDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

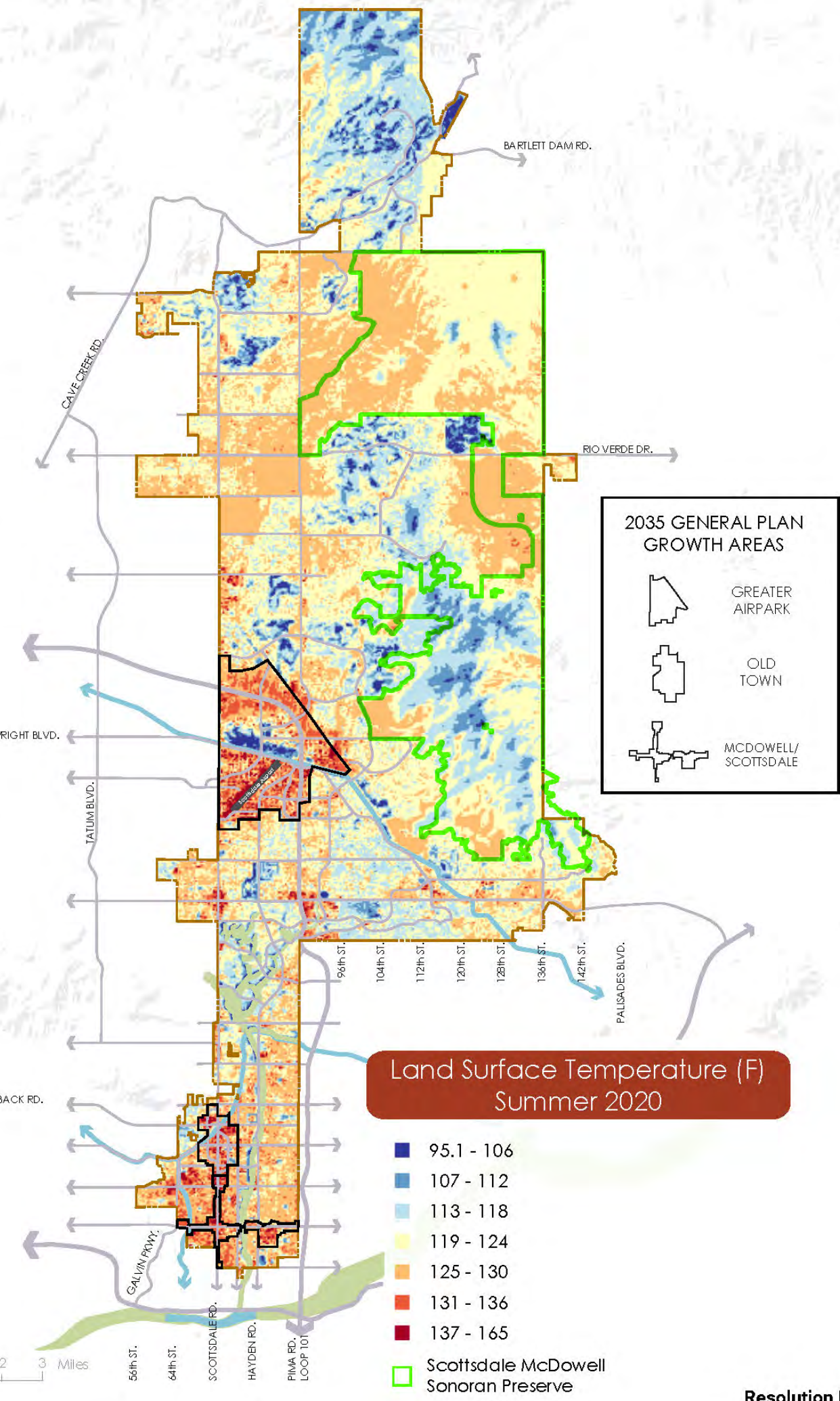
INDIAN SCHOOL RD.

THOMAS RD.

MCDOWELL RD.

LOOP 202

McKELUPS RD.



# Existing Conditions

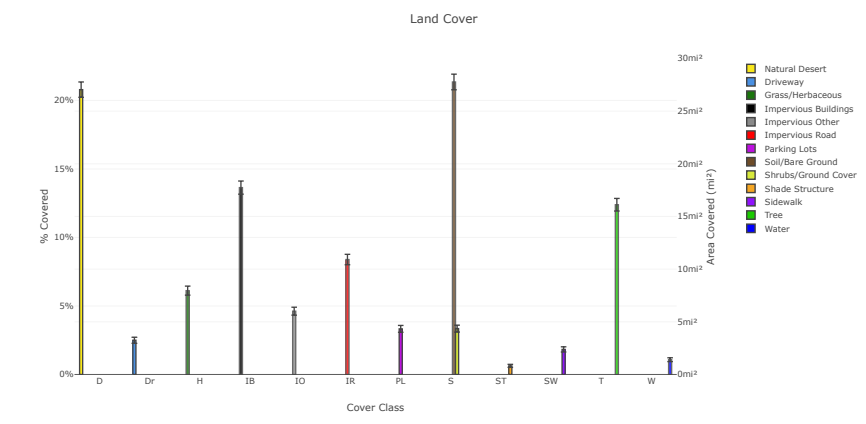
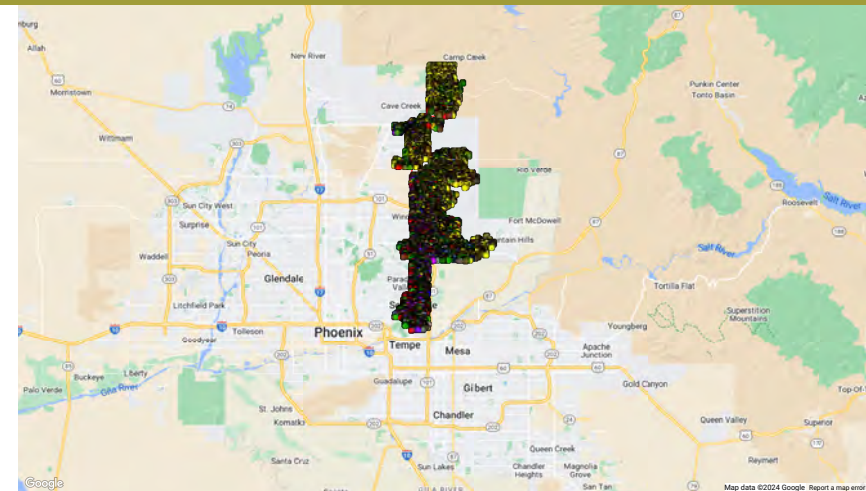
## Documentation In Process

### Field Documentation



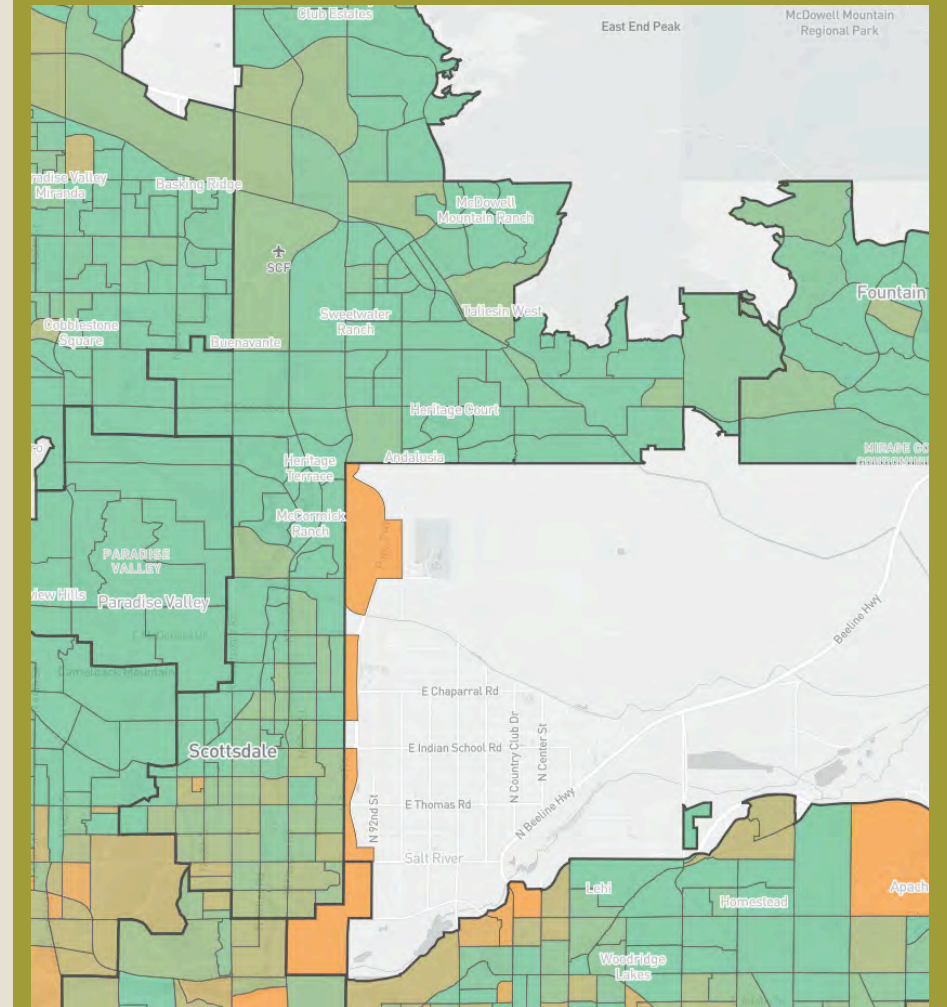
field documentation utilizing GIS to establish tree & structure health. benefits derived from iTree Eco, a national US Forest Service system

### iTree [Canopy]



remote documentation utilizing iTree Canopy, a national US Forest Service system to determine coverage of large areas.

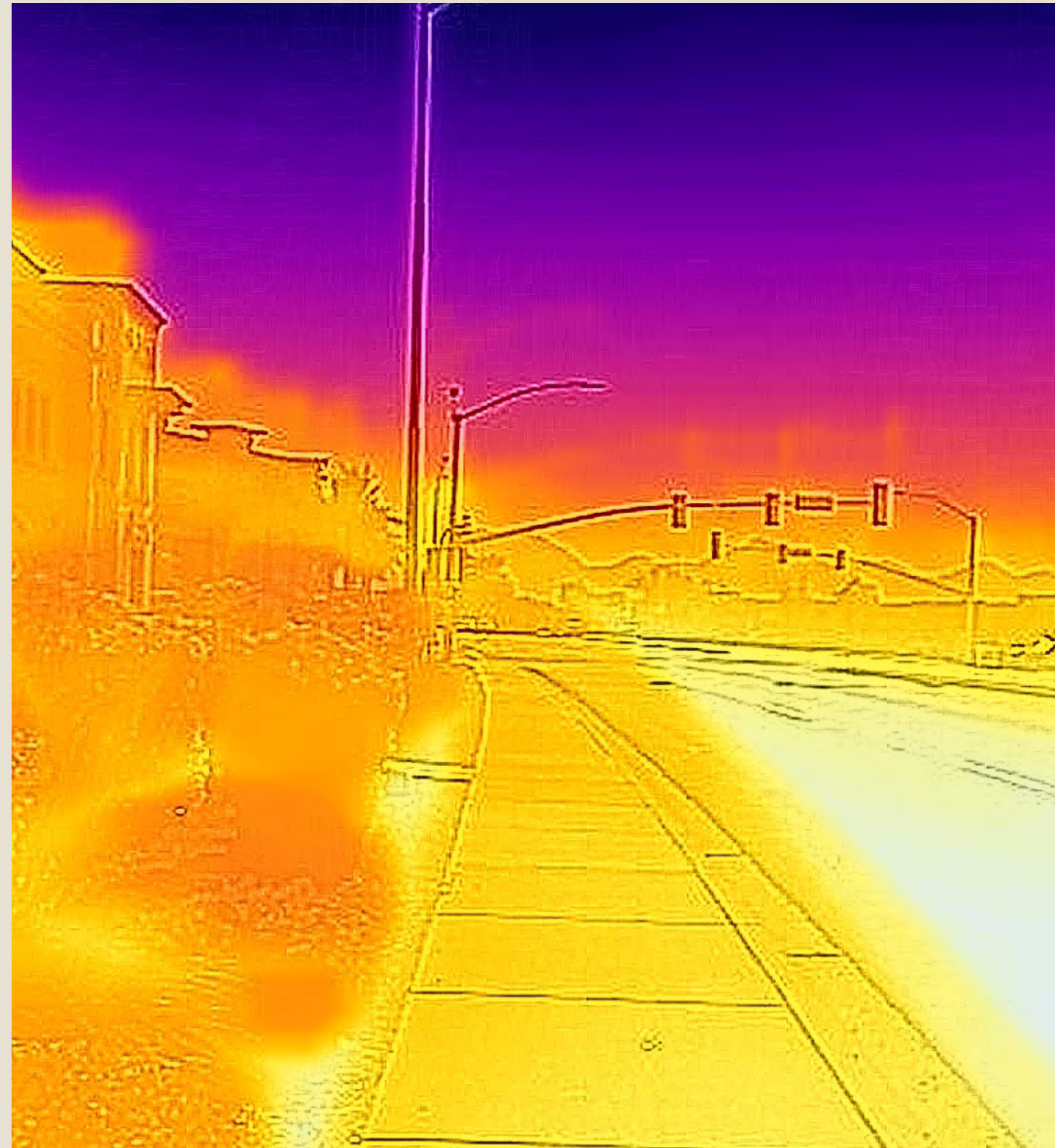
### Tree Score Analyzer [TESA]



remote documentation utilizing LiDAR data from the city and county. Developed in collaboration with the US Forest Service

# Existing Conditions

## Heat in our Community

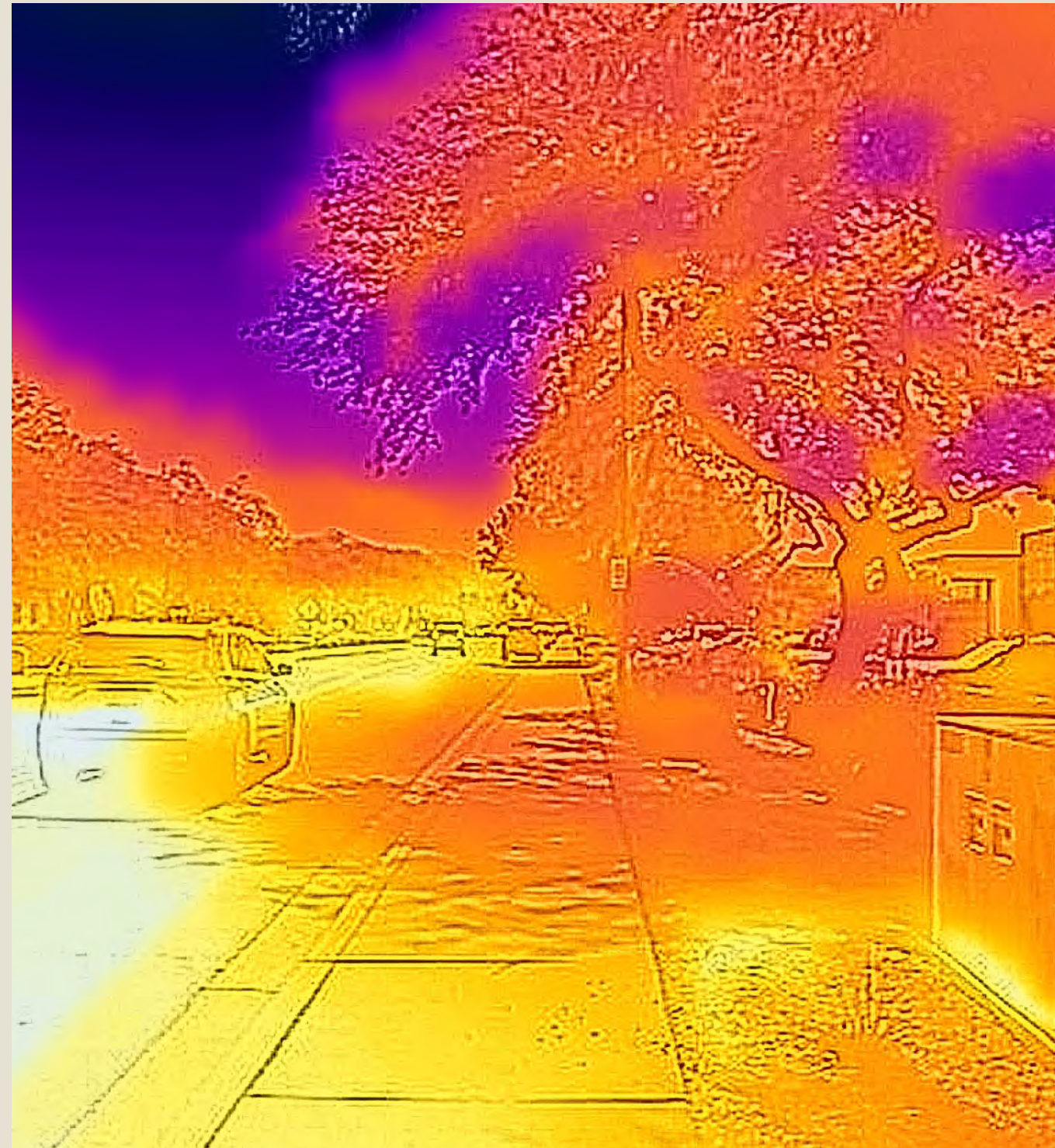


hottest  coldest



# Existing Conditions

## Heat in our Community



hottest  coldest





**Increase our shade**  
**Maintain our shade**  
**Collaborate on shade**

# **This plan will:**

- **Provide practical solutions to enhance shade and cooling strategies**
- **Be a user-friendly & modular guide for residents, businesses, staff, and policymakers alike**
- **Optimize water usage on trees**
- **Share integrated practices for longevity**
- **Enhance community resilience**



# Grown

## Opportunities

- Capture Water
- Cooling effect
- Micro climates
- Carbon sequestration
- Capture pollutants
- Increased property value
- Ecosystem Support

## Constraints

- Continued Maintenance
- Changes with season
- Higher water use
- May not work in all places



# Structured

## Opportunities

- Great for difficult locations
- Larger scales
- Horizontal & Vertical Shade
- Solar capabilities
- High level of reflectivity is key
- Fully customizable
- Capture and redirect water

## Constraints

- Spot location cooling only
- Higher environmental footprint
- Decreases only surface temp
- Higher Maintenance Costs
- Higher Costs to install



# Different Sites, Different Needs



# Shade & Tree Plan

INITIAL COMMUNITY OUTREACH SPRING 2024

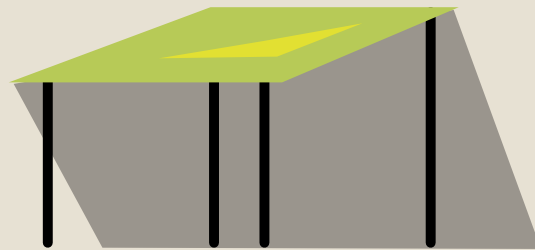
**7 POP-UP EVENTS**

The team attended 7 pop-up events throughout the community asking the key question "Where do we need Shade?"

## WHAT WE HEARD:

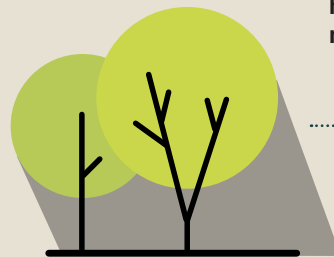
### Shade Everywhere!

The most common response was "we want shade everywhere"



### What Kind Of Trees?

Everyone wants to know what kind of trees they should be planting in their home, business, or neighborhood



### What About The Water?

The most common question about water was on the ongoing drought and how to plan and prepare for less water with more shade.



**1,000**  
estimated people reached

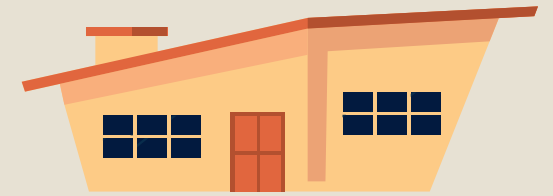


## WHERE TO PUT SHADE?



### My House!

Everyone wanted shade where they lived with statements from "my backyard" to simply "my house"



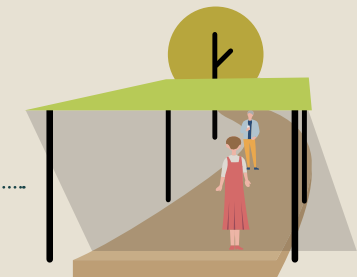
### Parking Lots

Folks want their cars and the space around them to be cooler



### Paths & Trails

Make the spaces we walk more comfortable



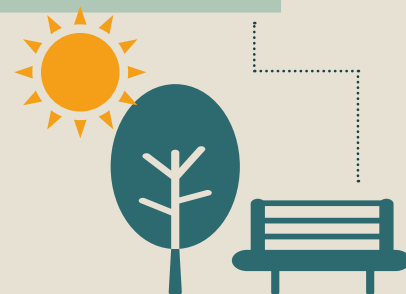
### Parks & Playgrounds

Shade the spaces we play, from playgrounds to ball fields. make play more accessible



### Parks & Recreation Plan

Shade ranked in the top requests in the current parks & recreation plan outreach program



Scottsdale, AZ

**2 OPEN HOUSES**

2 Open houses were held, one in northern Scottsdale and one in southern to ensure people had an equal opportunity to be heard

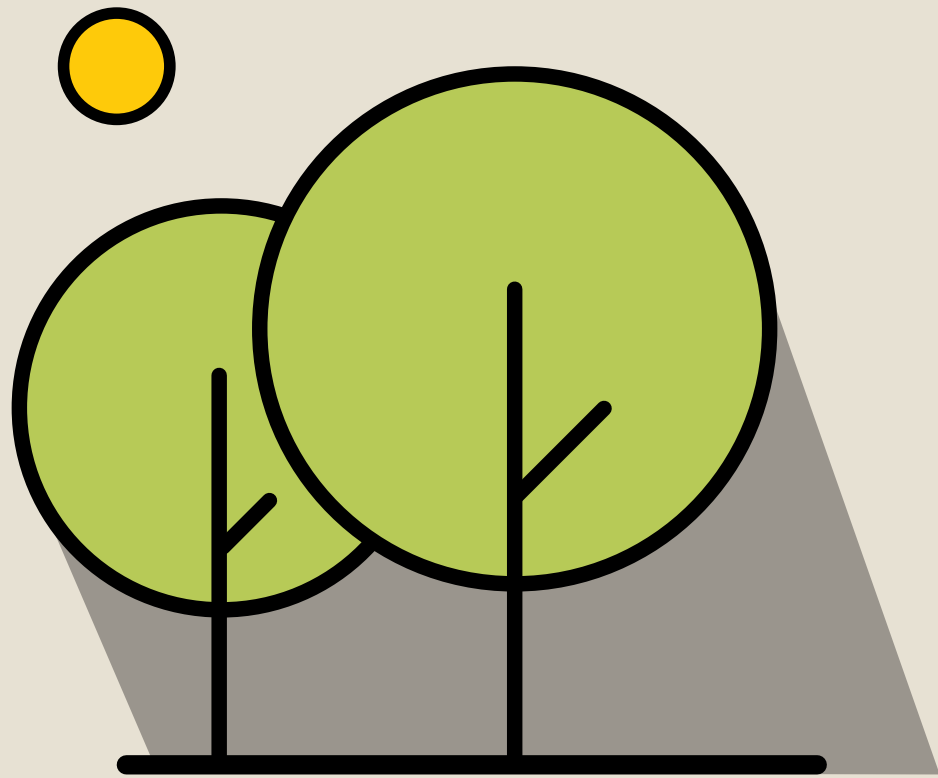
# Community Input Initial Outreach

## What we've heard:

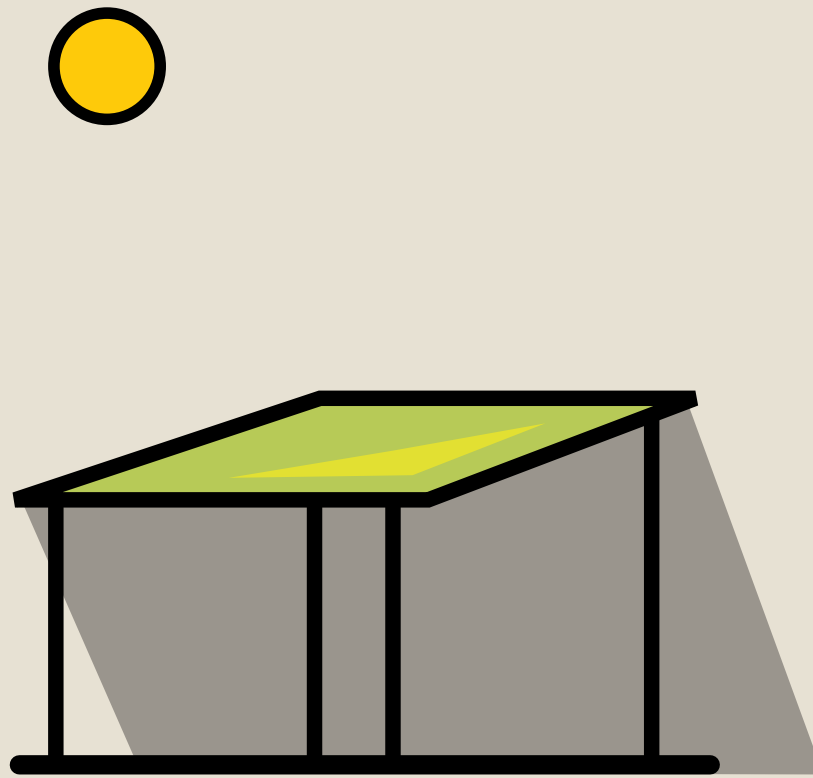
- Shade everywhere
- Shade at my house
- Public spaces + parking lots
- What species of tree
- What about the water



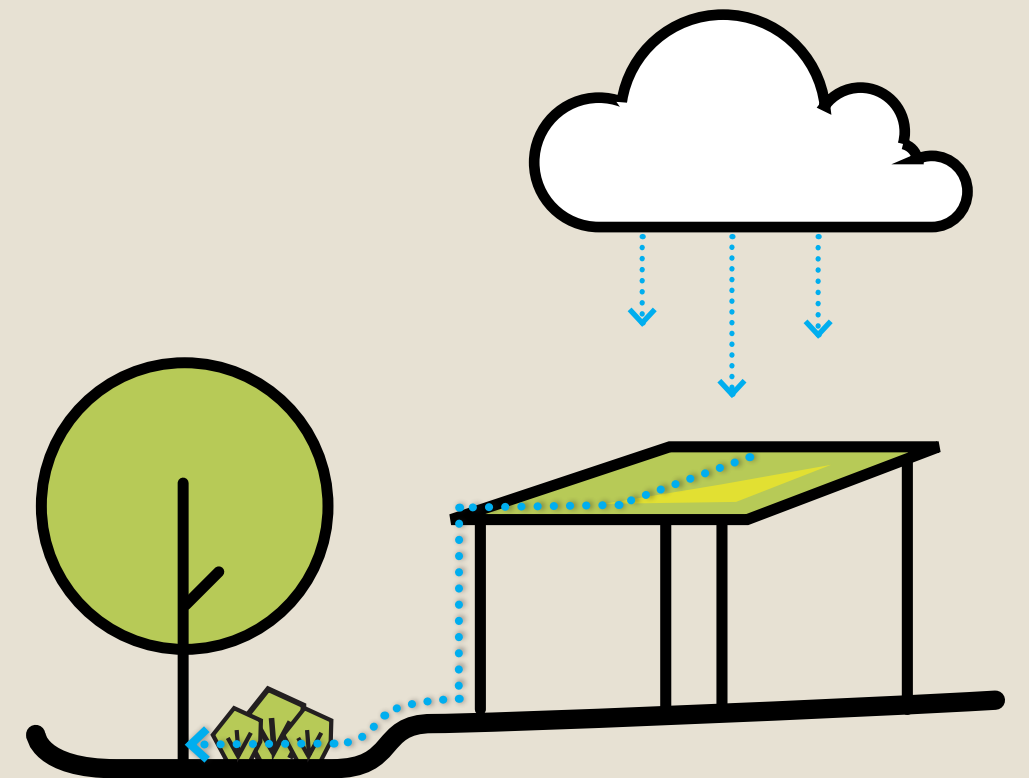
# The Toolkit



**Trees**



**Structures**



**Water Harvesting**

# The Toolkit

## Trees - Excerpt of Sample List



**IRONWOOD**  
*Olneya tesota*

Size(hxw)	25' x 25'
Growth Rate	slow
Shade Type	medium
Deciduous	no, evergreen
Flower	yes, spring
Fruit	no
Water	low
Litter	low
Thorns	yes
Poisonous	no
Pool friendly	yes
Distance Apart	20' O.C.
Min Sidewalk Dist. Min	7'
Street Dist.	5'
Min Building Dist.	10'
Parking Lot	aware of thorns
Utility Notes	overhead height



# The Toolkit

## Structures - Sample of Types



**Amphitheater**



**Trellis**



**Steel**



**Overhang**

# The Toolkit

## Water Harvesting Sample Elements



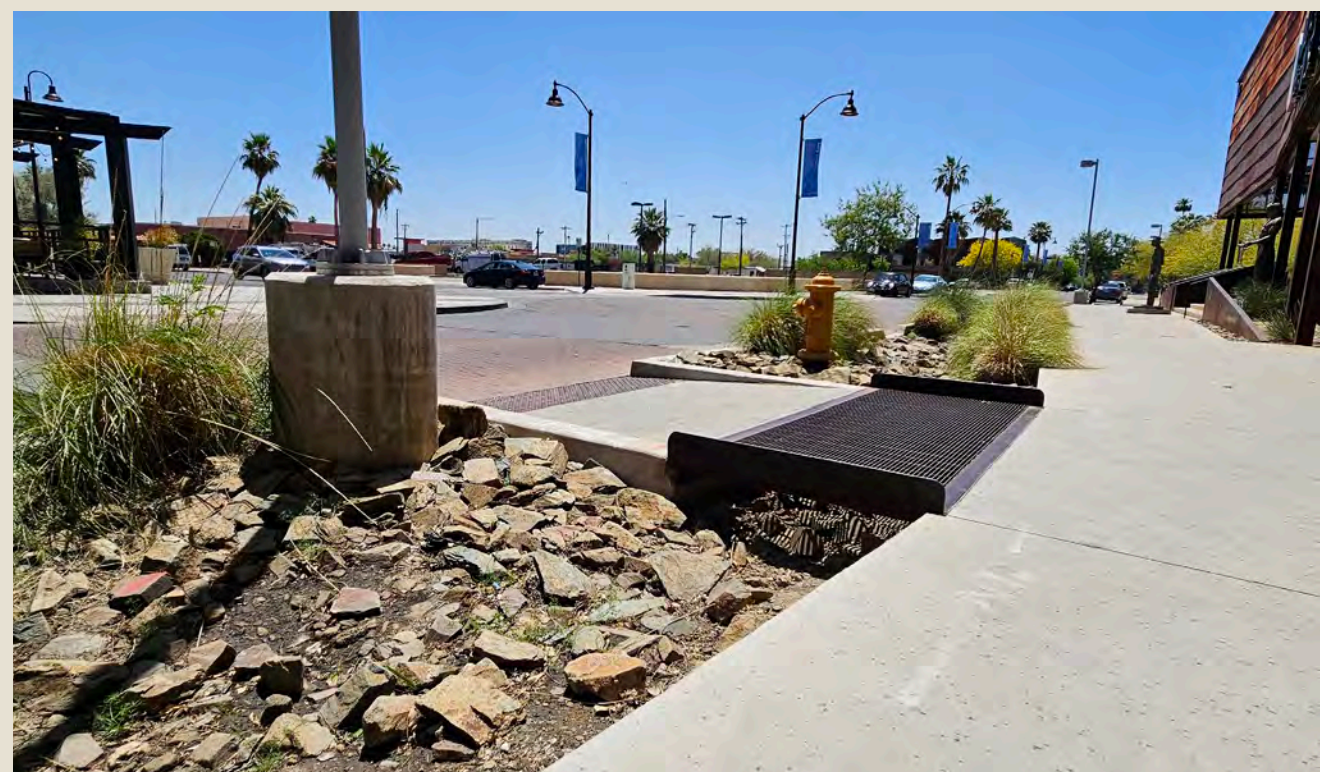
**Rainwater Cistern**



**Curb Cuts & bioswale**



**Rain Garden & Swale**

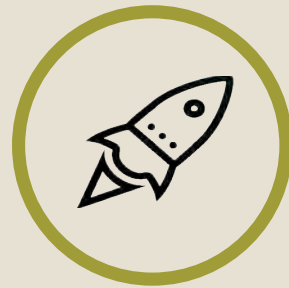


**Bridge & Bioswale**

# Next Steps

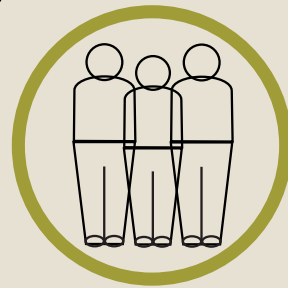
## Project Schedule Outline

### 1) LAUNCH



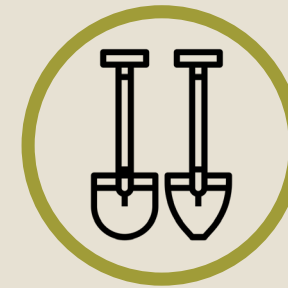
Feb - April

### 3) INPUT



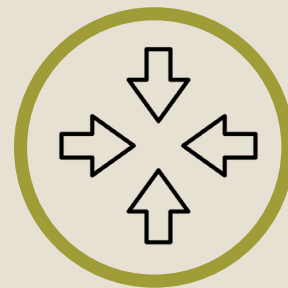
March - Nov

### 5) CULTIVATE



July - Nov

### 2) GATHER



Feb - May

### 4) EXPLORE



May - July

### 6) REALIZE



Nov - Feb

- # **Get Involved:**
- Online Survey**
  - Open Houses**
  - Public Events**
  - Online & Social media**

**search 'Shade and Tree Plan'  
on [scottsdaleaz.gov](http://scottsdaleaz.gov)**

# Questions?

# Timeline | Key Dates

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## 2024

August 28 – SEAC

August 29 – Website changes due to city IT

**September 9 (tentative) – Awards program launched**

September 18 – SEAC

October 16 – SEAC

**October 31 – Phase 1 applications deadline for applicants**

November 1/2 – Phase 1 applications shared with SEAC for scoring

November 18 – SEAC scoring on Phase 1 applications deadline

November 19 – Compilation of SEAC scoring on Phase 1 applications shared with SEAC

November 20 – SEAC

December 11 – SEAC; SEAC decision on applicants proceeding to Phase 2

**December 12 – Phase 2 applicants notified/questions sent**

## 2025

January 15 – SEAC (tentative)

**January 31 – Phase 2 documents deadline for applicants**

February 7 – Phase 2 documents shared with SEAC

February 19 – SEAC (tentative); Initial SEAC review of Phase 2 documents

March 19 – SEAC (tentative); Final SEAC decision on awardees

April 16 – SEAC (tentative)

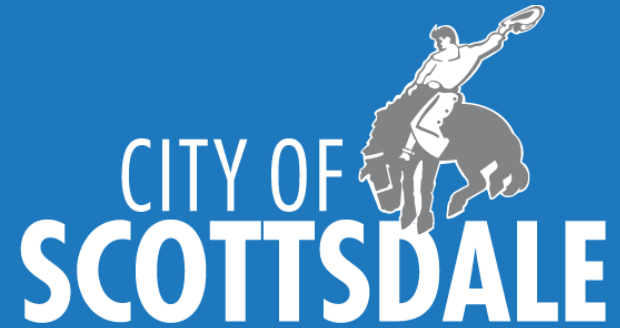
**April 19 – Earth Fest announcement of awardees (tentative)**

# Application Form | Phase 2

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*Please limit your responses to all questions to 5 pages and 3 attachments.*

1. Describe the methods used to measure and verify the environmental impact (can include third-party audits or certifications).and provide any relevant quantitative data on the environmental impact of the project (e.g., energy savings, water conserved, waste reduced, improvements in air quality)
2. Describe how your sustainability initiatives are innovative
3. How does the project integrate into a long-term sustainability strategy, and what are the ongoing efforts to maintain and enhance its sustainability impact
4. Provide any additional information you think is helpful or relevant for the reviewing committee



# **Item #5: Plastic Waste and Health**

**SEAC – August 28, 2024**

**Microplastics are everywhere,  
especially in the scariest of places, the  
human body**

They are generated in our landfills where they leach back into our environment but also exist in any object that is made of plastic.

**What can we do? REDUCE, RE-USE,  
COMPOST**

**REDUCE**

Use compostable take-out containers, utensils, and trash bags

Exchange leftover food with other vendors or share with employees (less trash, less food waste, less in landfills)

**RE-USE**

Have customers bring their own containers

Have employees use reusable cups and containers

\*Huge cost savings

**COMPOST**

Reduce waste in landfills---separate organic materials from packaging and reduce methane gas emissions

**2/3 of Consumers favor eco-friendly  
practices**

**Restaurants who employ these  
practices get more advertising and  
are more successful**