

## **Exhibit 5**

### Blue Zones, LLC

#### Scope of Services

Blue Zones, LLC (“Blue Zones”) will provide professional consulting services to complete the Community Transformation Phase 1 component of the overall Blue Zones certification project that kicked off in January, 2021. The initial Blueprint phase of the Blue Zones certification project was funded by business and philanthropic partners, which phase created the baseline for the pillars that would be the focus of the Community Transformation Phase 1. The Blue Zones certification project seeks to provide recommendations for policy changes, funding, etc. to promote well-being for Duval County/City of Jacksonville citizens by focusing on thirteen strategies to engage various sectors and citizens. This community transformation process is led and managed by the Blue Zones team. Implementation of the thirteen strategies is focused on eight sectors and five initiatives as outlined below:

- Sectors
  - Engage City government to adopt policies and practices
  - Engage the faith-based community to help members adopt healthier behaviors
  - Engage restaurants to become “Blue Zones Approved” by making subtle and obvious changes to nudge customers to healthier behaviors
  - Engage grocery stores to become “Blue Zones Approved” by making healthy choices easier
  - Engage corner stores to make healthy choices easier
  - Engage schools to become “Blue Zones Approved” by adopting policies and practices that improve student physical, nutritional, and educational outcomes
  - Start “Walking School Buses” at elementary schools. Walking School Buses feature chaperones walking children to school on a set schedule, providing physical benefits for the children and physical and social benefits for the chaperones
  - Engage leading employers to become “Blue Zones Approved” in an effort to drive improved productivity and well-being
- Initiatives
  - Engage individuals to sign a Personal Pledge to improve their well-being by taking actions inspired by the Power 9 principles:
    - Small Group Engagement: Engage people to form small groups focused on healthy behaviors
    - Purpose Workshops: Provide individuals an opportunity to explore and discover their purpose

- Volunteer Program: Create the volunteer base needed to support the Blue Zones project and initiatives and encourage volunteerism in the community
  - Public Awareness/Media: Generate community awareness and participation in Blue Zones through media stories in the highest visibility local media channels
- Deliverables
  - Promotional events and community kickoff held
  - Pledges and support materials developed and deployed for each sector
  - Materials and processes in place to support all initiatives including:
    - Playbooks for sector work
    - Committee and volunteer training to implement initiatives
    - Turnkey marketing materials, engagement plan, and collaterals
    - Access to web-based tools and resources
  - Ambassador and speakers' bureau programs launched
  - Access granted to national experts
  - Implementation of the strategies
  - Community Impact Dashboard-Progress and Outcomes

**Blue Zones, LLC**

**Fee Schedule**

Blue Zones, LLC (“Blue Zones”) shall be reimbursed up to an amount not to exceed \$1,000,000 for professional consulting services to complete the Community Transformations Phase 1 component of the Blue Zones certification project, including the following deliverables:

- Promotional events and community kickoff held \$100,000
- Pledges/support materials developed and deployed for each sector \$200,000
- Materials and processes in place to support all initiatives including: \$200,000
  - Playbooks for sector work
  - Committee and volunteer training to implement initiatives
  - Turnkey marketing materials, engagement plan, and collaterals
  - Access to web-based tools and resources
- Ambassador and speakers’ bureau programs launched \$100,000
- Access granted to national experts \$100,000
- Implementation of the strategies \$300,000

**Total: \$1,000,000**