

*Before the Board of Supervisors in and for the
County of Monterey, State of California*

Resolution No.:

Adopt a Resolution recognizing **March 15th 2024, as World Consumer Rights Day and United Way Monterey County.**

WHEREAS, World Consumer Rights Day is celebrated globally on March 15th each year to promote the basic rights of all consumers and to demand that those rights are respected and protected; and

WHEREAS, the theme for World Consumer Rights Day 2024 is "Fair Finance - Fair Digital Marketplace," highlighting the importance of financial inclusion and fair practices in the digital economy; and

WHEREAS, Monterey County residents face numerous challenges as consumers, including access to affordable housing, healthcare, quality child care, and other essential goods and services; and

WHEREAS, the increasing cost of living in Monterey County poses a significant burden on low- and moderate-income families, making it difficult to meet basic needs and achieve financial stability; and

WHEREAS, United Way Monterey County, through its Real Cost Measure reporting, provides valuable data and analysis on the true cost of living in Monterey County, taking into account essential expenses beyond just housing; and

WHEREAS, this data informs advocates for policies that promote economic justice and affordability;

NOW, THEREFORE BE IT RESOLVED, that the Monterey County Board of Supervisors, on behalf of the County and all residents thereof, hereby:

1. Recognize **March 15th, 2024, as World Consumer Rights Day in Monterey County** and encourage all residents to learn about their consumer rights and responsibilities.
2. Commend **United Way Monterey County** for its commitment to consumer advocacy and financial empowerment through the Real Cost Measure reporting.
3. Acknowledge the importance of access to affordable housing, healthcare, quality childcare and other essential goods and services for all Monterey County residents.
4. Reaffirm the Board's commitment to working towards policies that promote economic justice, reduce poverty, and ensure that all residents have the opportunity to thrive.

BE IT FURTHER RESOLVED, that a copy of this resolution be presented to United Way Monterey County and be made available to the public.

PASSED AND ADOPTED this _____ day of _____, 2023, by the following vote,
to wit:

AYES:

NOES:

ABSENT:

I, Valerie Ralph, Clerk of the Board of Supervisors of the County of Monterey, State of California, hereby certify that the foregoing is a true copy of an original order of said Board of Supervisors duly made and entered in the minutes thereof of Minute Book _____ for the meeting on _____, 2023.

Dated:

Valerie Ralph, Clerk of the Board of Supervisors
County of Monterey, State of California.

By _____
Deputy