



BOARD OF SUPERVISORS

RESOLUTION

Resolution No.: 24-293

Adopt a resolution recognizing the City of Salinas )  
for receiving Blue Zones Community certification )

WHEREAS, The Blue Zones Project is a community-by-community well-being improvement initiative based on principles identified by Dan Buettner, National Geographic Fellow and New York Times best-selling author of The Blue Zones; and

WHEREAS, The Blue Zones Project was brought to Monterey County through an innovative sponsorship by Salinas Valley Health, Taylor Farms, and Montage Health; and

WHEREAS, the Salinas initiative has engaged local leaders, volunteers, and organizations to help residents move naturally, eat better, develop health connections, and live with purpose since 2018; and

WHEREAS, given the early success in Salinas, the Project's footprint expanded across Monterey County in 2021, and the remaining communities will be eligible for Blue Zones Community certification next year; and

WHEREAS, The City of Salinas has received Blue Zones Community certification in 2024, making it the first to earn the designation in Monterey County; and

WHEREAS, Salinas earned the designation by meeting and exceeding Project benchmarks in categories including resident and employer engagement rates, well-being scores, and community policies. These measures are the direct result of the participation of more than 18,500 individuals and more than 98 organizations who implemented Project programs, activities, and best practices; and

WHEREAS, thirty-six new community policies, plans, and initiatives which were implemented as part of the Project have improved built environment infrastructure, food systems, and tobacco use across Salinas to support better health among resident.

NOW, THEREFORE BE IT RESOLVED, that the Monterey County Board of Supervisors, on behalf of the County and all residents thereof, congratulates the City of Salinas on becoming the first Monterey County to earn Blue Zones Community certification.

PASSED AND ADOPTED on this 27<sup>th</sup> day of August 2024

Char Supervisor Glenn Church

Vice Chair Supervisor Chris Lopez

Supervisor Luis Alcio

Supervisor Wendy Root Askew

Supervisor Mary L. Adams

