



County of Monterey
Valerie Ralph
CLERK OF THE BOARD
BOARD OF SUPERVISORS

168 W. Alisal Street 1st Floor
Salinas, CA 93901
O: (831) 755-5066 Option 6
F: (831) 755-5888
cob@countyofmonterey.gov

Monterey County Regional Fire District

Application

Colby Varley

District: 5
Initialed Application: Yes

Applicant

First Name: **Colby**
Middle Initial:
Last Name: **Varley**
Address:
[REDACTED]
Salinas, CA 93908
Ethnicity: **White**
Gender: **Male**

Contact

Email: [REDACTED]
Primary Phone: [REDACTED]
Alternate Phone:
Preferred Contact Method: **Phone**

Employment

Occupation: **Transportation**
Job Title: **Vice President - Principal**
Employer: **Advanced Transportation Services**
Employer Address:
36 E Romie Ln, 93901, Salinas CA

Interests and Experiences

Able to attend meetings regularly and devote the time necessary to fulfill duties as a member?

Yes

Currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group?

No

Has served on an advisory group before?

No

I was raised in the Salinas Valley and have built both my career and business here in Monterey County. I work in the transportation industry, where I manage time sensitive operations that require strong communication, accountability, and a constant focus on safety. I am also a husband and a young father, which has given me an even greater sense of responsibility and perspective. It has strengthened my commitment to building a safe, stable community not just for today, but for the next generation. Through my work, I've developed experience in leadership, budgeting, and making decisions in fast moving environments. I take pride in being dependable, solutions focused, and someone others can rely on when it matters most. I want to serve on the Regional Fire Board because I care deeply about this community and believe in supporting the people and systems that keep it safe. Fire service plays a critical role in protecting lives, property, and the local economy, and I want to contribute my time and experience to help strengthen that mission. Serving on this board is an opportunity for me to give back to the community that I grew up in and to be part of something that has a direct and meaningful impact.

Please state the reason you would like to be a member of this board committee/commission/district:

I would be a strong fit for the Monterey County Regional Fire Board because I bring real world operational experience, local knowledge, and a disciplined approach to decision making. In my career in refrigerated transportation, I operate in high pressure environments where timing, safety, and coordination are critical. That experience has strengthened my ability to communicate clearly, act quickly, and stay accountable, all of which align closely with the mission of the fire service. As someone raised in the Salinas Valley, I understand the needs of our community across both agricultural and urban areas. I care deeply about protecting the people and infrastructure that make Monterey County work. As a business owner, I also bring experience in budgeting, resource allocation, and strategic planning. I understand the importance of balancing fiscal responsibility with maintaining a high level of service. I take a collaborative approach in everything I do and would work closely with fire leadership, local agencies, and the community to support strong, effective operations. Most importantly, I have a deep respect for the fire service and am committed to ensuring they have the support and resources needed to serve Monterey County safely and effectively.

How did you hear about the position?:

Social Media

Colby Varley

[REDACTED]
Salinas, CA 93908
[REDACTED]
[REDACTED]

Professional Summary

Business owner and transportation professional with over 10 years of experience in time sensitive logistics, operations, and customer management. Proven ability to make decisions under pressure, manage resources effectively, and maintain a strong focus on safety, accountability, and service.

Employment History

Advanced Transportation Services (ATS)
Freight Contractor / Owner
Salinas, CA
March 2024 – Present

Advanced Transportation Services (ATS)
Transportation Broker / Account Manager
Salinas, CA
February 2016 – March 2024

Education

California State University, Fresno
Bachelor of Science, Agricultural Business
Graduated 2013

Palma High School
Salinas, CA
Graduated 2010

Colby Varley

[REDACTED]

Salinas, CA 93908

[REDACTED]

[REDACTED]

April 3rd, 2026

Monterey County Board of Supervisors

Dear Members of the Board,

I am writing to express my interest in being appointed to the Monterey County Regional Fire Board. Having been raised in the Salinas Valley and built my career here, I care deeply about the safety and long term success of our community.

I am the owner of a transportation business focused on time sensitive operations, where safety, accountability, and decision making under pressure are critical. I also bring experience in budgeting, resource allocation, and working collaboratively with a wide range of other businesses to achieve a common goal.

Monterey County faces unique challenges, including increasing wildfire risk, protecting critical agricultural regions, and ensuring consistent emergency response across both rural and urban areas. I understand the importance of maintaining strong coverage, supporting firefighter recruitment and retention, and ensuring resources are used effectively to meet these demands.

As a husband and a young father, I am committed to contributing to a safe and resilient community for future generations. I have a deep respect for the fire service and would be honored to support their mission.

Thank you for your consideration.

Sincerely,

Colby Varley