

RESOLUTION NO. 2021-101

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA
SUPPORTING THE BLUE ZONES PROJECT TO IMPROVE WELL-BEING AND
ECONOMIC VITALITY SPONSORED BY SALINAS VALLEY MEMORIAL
HEALTHCARE SYSTEM, TAYLOR FARMS AND MONTAGE HEALTH

WHEREAS, to support the citizens of the city of Marina to live longer, to experience fewer medical issues, to live happy, healthy lives with less stress and with stronger connections; and

WHEREAS, Blue Zones are communities that have been identified as having populations that live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life than the average; and

WHEREAS, the Blue Zones Project began as a New York Times bestseller by National Geographic Fellow Dan Buettner and has evolved into a global movement that is now inspiring Monterey County to make changes so residents live, longer, healthier and happier lives; and

WHEREAS, Blue Zones Project seeks to improve the well-being of communities by applying best practices to make the healthy choice the easy choice through built environment, food, and tobacco policy change; environmental changes within worksites, schools, restaurants, grocery stores, and faith/civic organizations; and engagement activities that promote social support for healthy behaviors, volunteering, and purpose.

WHEREAS, the Peninsula Cities (Marina, Monterey and Seaside) chosen as a Blue Zones Demonstration Community, has unique assets and challenges and will be part of the expansion of the Blue Zones Project Monterey County, contributing to the implementation of wellbeing strategies focusing on people, places and policy to achieve Blue Zones Community Certification; and

NOW, THEREFORE, BE IT RESOLVED that this Resolution shows the proud support the City of Marina has for the Blue Zones Project Monterey County and urges the City Administration to recognize and support the Blue Zones Project so that the entirety of the City may become a Blue Zone where residents live measurably longer and happier lives.

PASSED AND ADOPTED by the City Council of the City of Marina at a special meeting duly held on this 21ST day of September 2021 by the following vote:

AYES, COUNCIL MEMBERS: Medina Dirksen, Burnett, Berkley, Biala, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

ATTEST:

Bruce C. Delgado, Mayor

Anita Sharp, Deputy City Clerk

August 26, 2021

Item No: **8f(1)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of September 21, 2021

**CITY COUNCIL TO CONSIDER ADOPTING RESOLUTION NO. 2021-,
SUPPORTING THE BLUE ZONES PROJECT TO IMPROVE WELL-BEING
AND ECONOMIC VITALITY SPONSORED BY SALINAS VALLEY
MEMORIAL HEALTHCARE SYSTEM, TAYLOR FARMS AND MONTAGE
HEALTH**

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2021-, supporting the Blue Zones project to improve well-being and economic vitality sponsored by Salinas Valley Memorial Healthcare System, Taylor Farms and Montage Health.

DISCUSSION:

Blue Zones are communities that have been identified as having populations that live measurably longer, happier lives with lower rates of chronic diseases and a higher quality of life than the average.

The Blue Zones Project began as a New York Times bestseller by National Geographic Fellow Dan Buettner and has evolved into a global movement that is now inspiring Monterey County to make changes so residents live, longer, healthier and happier lives.

Blue Zones Project seeks to improve the well-being of communities by applying best practices to make the healthy choice the easy choice through built environment, food, and tobacco policy change; environmental changes within worksites, schools, restaurants, grocery stores, and faith/civic organizations; and engagement activities that promote social support for healthy behaviors, volunteering, and purpose.

The Peninsula Cities (Marina, Monterey and Seaside) chosen as a Blue Zones Demonstration Community, has unique assets and challenges and will be part of the expansion of the Blue Zones Project Monterey County, contributing to the implementation of wellbeing strategies focusing on people, places and policy to achieve Blue Zones Community Certification.

ANALYSIS

Approving this Resolution shows the proud support the City of Marina has for the Blue Zones Project Monterey County and urges the City Administration to recognize and support the Blue Zones Project so that the entirety of the City may become a Blue Zone where residents live measurably longer and happier lives.

Staff is regularly meeting with Blue Zones representatives to discuss projects and initiatives that can be implemented in the City of Marina to improve community health. These projects and initiatives will be brought forward to discuss with the City Council and community in the not too distant future.

CONCLUSION:

Staff is requesting that the City Council adopting Resolution No. 2021-, supporting the Blue Zones project to improve well-being and economic vitality sponsored by Salinas Valley Memorial Healthcare System, Taylor Farms and Montage Health.

Respectfully submitted,

Matt Mogensen
Assistant City Manager
City of Marina

REVIEWED/CONCUR:

Layne P. Long
City Manager
City of Marina