



Blue Zones Project Monterey County

Salinas City Council – October 24, 2023

Blue Zones® Longevity Hot Spots

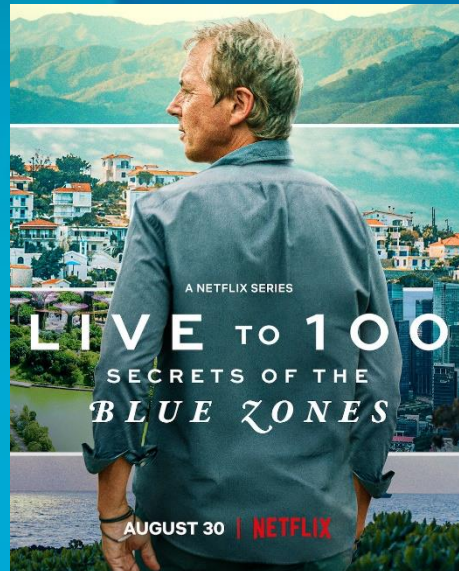
LOMA LINDA, CA

SARDINIA

IKARIA

OKINAWA

NICOYA PENINSULA,
COSTA RICA



Blue Zones Project Focus - Life Radius™



People

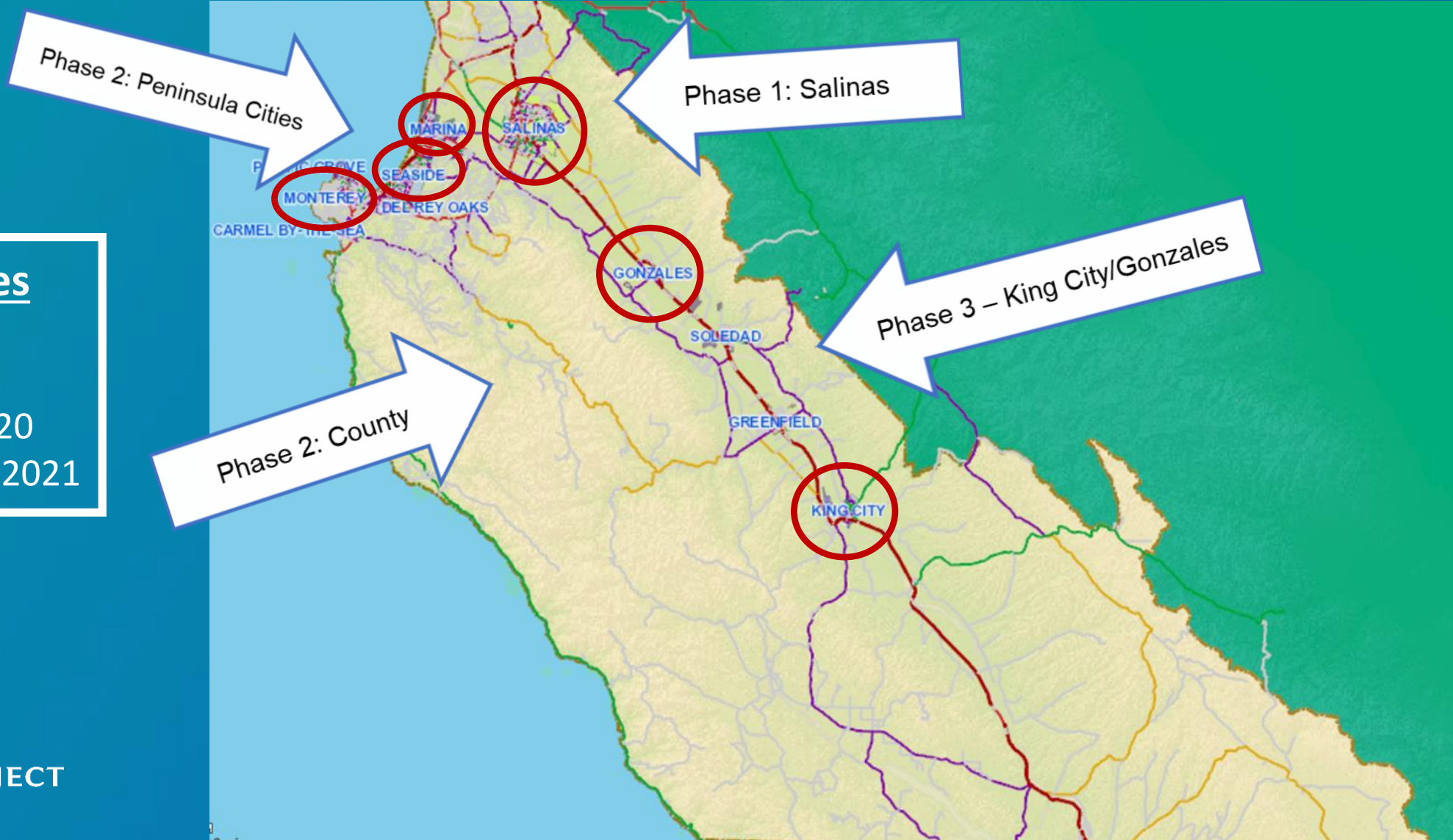
Places

Policy

BZP Monterey County

Project Launches

- Salinas 2018
- County 2020
- Peninsula Cities 2020
- Gonzales/King City 2021



SALINAS CERTIFICATION TIMELINE



Community Engagement

- 16,381 individuals to-date in Salinas
- CHISPA Senior Walks and Loteria
- Creekside Trails Hikes w/Clean-ups
- Clean-ups and Zumba at Soccer Complex



Grocery Stores & Restaurants

- 27 Restaurants Approved in Salinas
- 3 Grocery Stores and 1 Corner Store Approved
- Created Cooking Demo Toolkit for Salinas Libraries
- Creating BZPMC Cookbook (restaurants and resident recipes)
- Grocery Tours, Focusing on Diabetes Education



BLUE ZONES INSPIRED MENU

GF (Gluten-free) | V (Vegetarian) | VG (Vegan)

BREAKFAST Avocado Toast v 9.95 Smashed avocado served on a slice of sourdough toast, topped with one egg, cherry tomatoes, & feta cheese. Egg White Veggie Scramble v 12.95 Egg white, spinach, shaved zucchini, cherry tomato, & mushroom scramble, served with a slice of sourdough toast. Salinas Valley Bowl v 12.95 Fresh spinach, mushroom, tomato, bell peppers, feta cheese, served on a bed of potato medley, with (1) egg or egg white & sourdough toast.	LUNCH Veggie Sandwich v 13.25 Crisp lettuce, spinach, onion, tomato, smashed avocado, mushrooms, cucumbers, red bell peppers, & pesto sauce. Served on sourdough bread with a side salad.	SALINAS VALLEY ORGANIC SALADS Avocado & Quinoa Salad GF v 14.25 Colorful quinoa, roasted corn, red sweet onion, cilantro, dried cherries, avocado, walnuts, & feta cheese served with shallot vinaigrette dressing. <i>*Vegan Option: without Feta Cheese</i> Baja Black Bean Salad GF VG 14.25 Black beans, tossed with roasted corn, tomato, avocado, scallions, cilantro, served with shallot vinaigrette dressing. Strawberry Salad GF v 14.25 Fresh strawberries, dried cranberries, red onions, quinoa, & feta cheese served on a bed of fresh mixed greens with strawberry vinaigrette. <i>*Vegan Option: without Feta Cheese</i>
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SCAN to learn about Blue Zones Project

Blue Zones Project is a community-wide well-being improvement initiative designed to make the healthy choice the easy choice. Enjoy a delicious plant-based option on this menu.

To learn more visit: montereycounty.bluezonesproject.com



Schools

- 20 Schools Approved in Salinas
- Support Walking School Bus Programs
- Nutrition Education for Students/Parents (Re-Think Your Drink)
- Provide Capacity Building for School Gardens
- Support School Leaders in Sustainable Change



Worksites

- 27 Worksites Approved in Salinas
- Encouraging Worksites to Think About Life Radius: Employee Volunteers at Community Gardens, Zumba Classes at Soccer Complex, Clean-ups, etc.
- Empowering Employee-Led Well-Being Advisory Committees
- With Partners (SVH/Montage), Provide Education., Classes, etc.



Food Policy

- La Michoacana corner store transformation;
partnership with ALBA growers



Before the Transformation



KSBW Coverage



Double Up Food Bucks (DUFB)

- \$1,000,000 grant from CDFA; in partnership with Aspire
- Over \$600,000 in nutrition incentives available
- Soft launch at La Princesa locations (Williams Rd. and Alisal) in November 2023
- Compliments the Market Match at Farmer's Markets

Here's How Double Up Food Bucks Works in Monterey County

LA PRINCESA MARKET



SHOP FOR FRESH FRUITS & VEGETABLES AT PARTICIPATING LA PRINCESA MARKET

- ALISAL ST SALINAS
- WILLIAMS ST SALINAS
- GREENFIELD
- KING CITY



BUY CA GROWN FRESH FRUITS & VEGETABLES WITH YOUR CALFRESH/EBT CARD

UP TO \$15 A DAY



EARN A 50% DISCOUNT ON YOUR CA GROWN PRODUCE PURCHASE

GET STARTED!

BUY CA GROWN PRODUCE WITH CALFRESH/SNAP BENEFITS

DOUBLE YOUR PURCHASING POWER ON CA GROWN PRODUCE



SANTA FE MERCADO



SHOP FOR FRESH FRUITS & VEGETABLES AT PARTICIPATING SANTA FE MERCADO

- NORTH MAIN ST SALINAS



BUY CA GROWN FRESH FRUITS & VEGETABLES WITH YOUR CALFRESH/EBT CARD

UP TO \$60 per MONTH



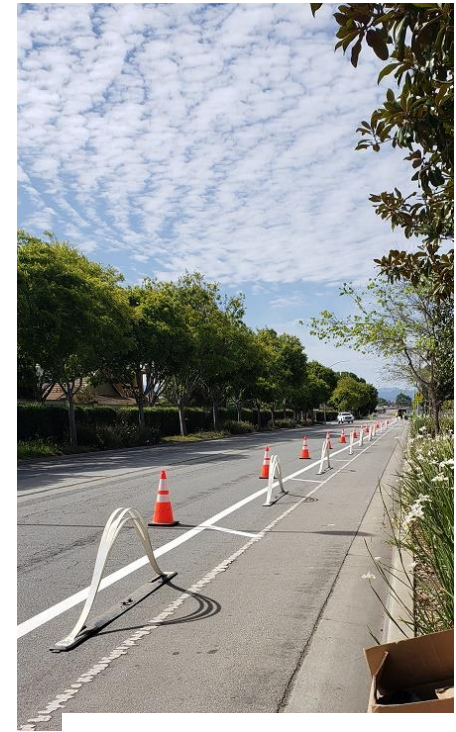
FOR EVERY \$1 YOU SPEND ON CA GROWN PRODUCE, EARN \$1 BACK ON YOUR EBT CARD

SIGN UP IS FREE **DOLLARS NEVER EXPIRE**

Have questions? visit www.doubleupfoodbucks/montereycounty

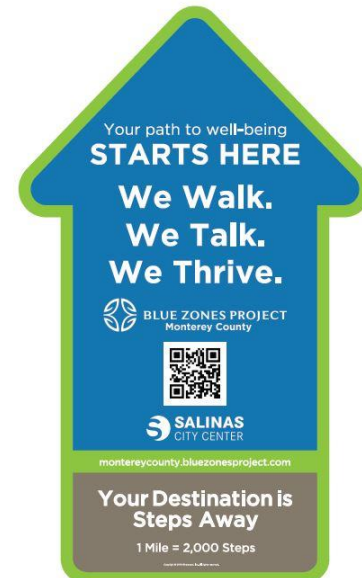
Built Environment

- Safe Routes to School Planning, Vision Zero, and Active Transportation Planning
- With community partners, working to create ParkRx program in Monterey County
- In partnership with TAMC, creating a county-wide traffic safety campaign
- Continuing to find opportunities to support activating spaces for people to gather

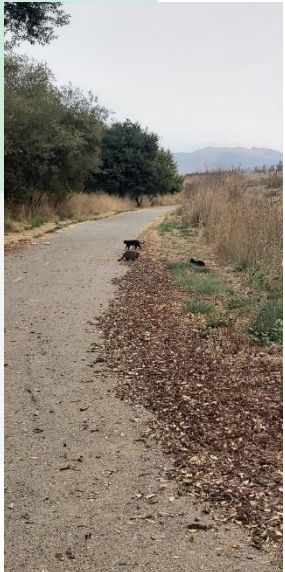
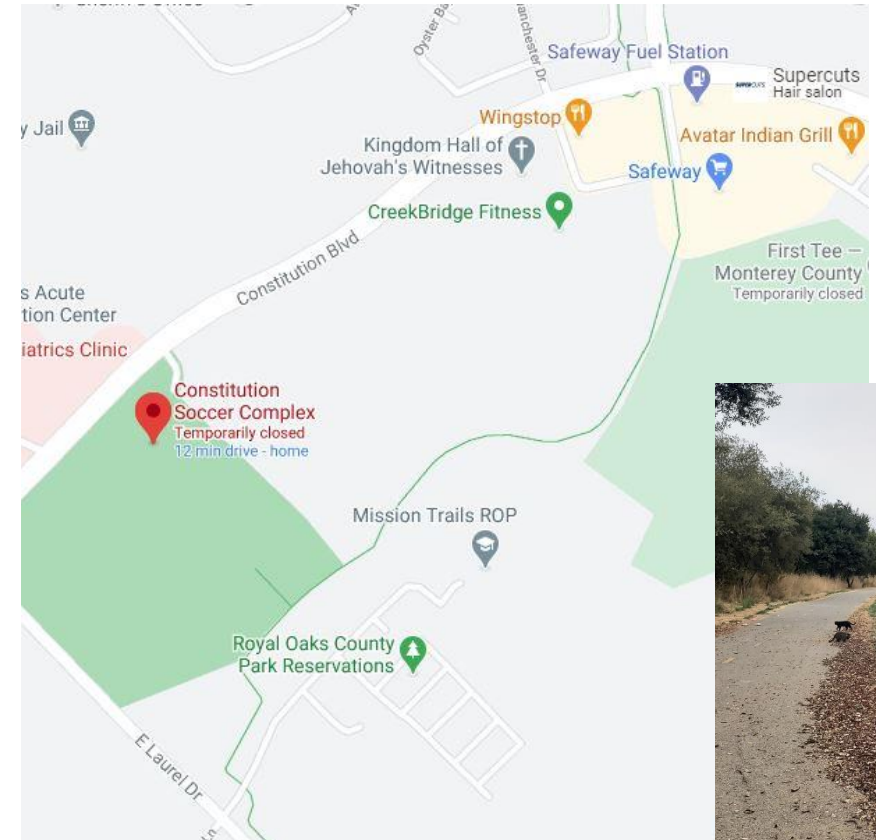


Spending time in green spaces can provide big health benefits

Walking in a park or playing in a yard can make you feel better, both mentally and physically



Partnership with Salinas Regional Soccer Complex



Tobacco Control Policy

- Advocacy county-wide to expand smoking control ordinances including the county's flavor ban
- In collaboration with Sun Street Centers/STEPS, created youth advocacy campaign for Take Down Tobacco Day
- Continue to organize tobacco-litter clean ups



TAKE DOWN TOBACCO

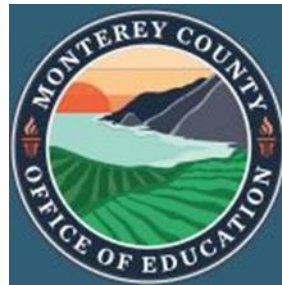


Grant Impacts for Partners: \$81 Million +

Since 2019, BZP has provided over 75 letters of support for partner organization grants county-wide.

Projects include:

- MST SURF! Bus Line (CA state and Federal funding)
- Active Transportation Grants for TAMC, benefiting multiple communities (including Salinas)
- NMCUSD Farm to Cafeteria Program (USDA)
- Closter Park, Salinas (CA Prop 68)
- King City Downtown Streetscape Project
- City of Salinas East Alisal Beautification Project





Q&A

