

February 5, 2024

Dear Santa Clara County Board of Supervisors,

Please accept this letter as my full support for item #12 on the February 6, 2024, agenda – Blue Zones Project™ partnership with the City of San Jose. The proposed \$150,000 will match the \$150,000 allocated by the City of San Jose to the project. Along with generous funding from Adobe (\$100,000), Health Trust (\$50,000), and the Santa Clara County Family Health Plan (\$50,000), this will fund the **Onsite Assessment** of the Blue Zones Project™.

The assessment will take a first look at how City, County and cross-sector community leadership can unify approaches to three key areas known to contribute to health of children, youth, and families: Policy, People, and Places. Leaning heavily on work already completed in the City of San Jose Children and Youth Services Master Plan, a Steering Committee comprised of local stakeholders will meet to decide which geographic areas within the city will be the focus of these efforts.

Local engagement for the Onsite Assessment will include site visits, community meetings, program/data review and participant surveys by the Blue Zones Project™ national team, with support and guidance from the local Steering Committee and community partners already working with Neighborhood Services.

During the assessment phase, the Blue Zones team will work with the local team to jointly identify additional partners that will help fund a certified Blue Zones Project in San Jose. Typically, support for later phases comes from private corporations, health systems, health plan leaders, and philanthropies whose goals are aligned with the mission and vision of the community leaders who participate in the assessment.

The assessment will culminate with a 150-page plan for community transformation of health and well-being in Fall 2024 that will be presented to stakeholders and the public.

Pending the assessment’s findings, available funding, and political will for a full-scale, multi-year Blue Zones Project™ implementation, an expanded initiative may be convened. This would begin with a **Foundation Phase** (~6 months) to form the leadership structure of the initiative and create a blueprint for implementation. Then the **Transformation Phase** (~3-7 years) includes implementing the blueprint, engaging people and places, impacting policy to drive environmental change, and reporting on key performance indicators (KPIs) annually. This culminates in **Certification and Sustainability** where we celebrate our achievement, create and implement a sustainable blueprint, and continue impacting well-being in the community through measurable outcomes.

Thank you for your support in funding the Blue Zones Initial Assessment. Together, we are better!

Sincerely,



Councilmember Dev Davis