



February 22, 2024

City of Coachella
53-990 Enterprise Way
Coachella, CA 92236
Attn: Dr. Gabriel Martin, City Manager

Re: Funding Commitment for the City of Coachella - Blue Zones Project Sponsorship

Dear Dr. Gabriel Martin,

We are pleased to present this non-binding letter of intent (LOI) related to City of Coachella's commitment to become a sponsor of Blue Zones initiatives for community-led well-being improvement designed to make healthy choices easier through permanent changes across Riverside County, California. The purpose of this LOI is to lay out the proposed scope of Blue Zones work as well as City of Coachella's commitment related to Blue Zones' comprehensive initiative that transforms the environments where people live, work, learn, and play to measurably improve community well-being, resilience and economic vitality. Except for the obligations in Paragraph E, nothing herein shall be binding on the parties.

A. Blue Zones Project Scope and Timeline. Blue Zones proposes to be engaged to implement Blue Zones Project and Blue Zones Activate initiatives across five (5) selected communities within Riverside County, CA. The implementation begins with the Foundation phase for Blue Zones Projects, in which Blue Zones will develop a custom Blueprint for each community, followed by the Transformation phase where each custom Blueprint will be implemented in each community. Blue Zones Activate focuses on igniting transformations through systems change. The timeframes, fees and other details of each community initiative are set forth in the Blue Zones proposal(s). Blue Zones has committed to putting 25% of its fees "at risk" related to project performance and the achievement of key metrics and outcomes (to be mutually agreed by the parties) on all Blue Zones Project initiatives within the Riverside County Blue Zones Initiative, as further set forth in the proposal(s).

B. Funding Amount. The City of Coachella is willing to commit to funding the lump sum of \$200,000 for the duration of the project (the "City of Coachella Funding Amount"), to support the City of Coachella which will be contingent upon Blue Zones receiving other community funding of the total project fees. Payment schedule to be determined by the contracting entity.

C. Funder Role. The City of Coachella will have the right to serve as one of the steering committee organizations of City of Coachella in the Riverside County Blue Zones Initiative and advise on the development of the health improvement model for the transformation Initiative in collaboration with participating community partners and additional sponsors. The City of Coachella shall have the opportunity to join community-specific implementation leadership councils and action committees. The City of Coachella will be acknowledged publicly as a sponsor of applicable Riverside County Blue Zones Initiative, including the use of Sponsor's logo where appropriate.

E. Publicity. Any public announcement regarding the parties' relationship and the nature of this letter shall be coordinated between the parties and shall be in a form agreed upon by the parties.



We are excited to work together and appreciate your support. We look forward to partnering with the City of Coachella to empower the residents of Riverside County to live better, longer.

Sincerely,

Riverside University Health System - Public Health

By: _____
Kim Saruwatari, Director

Blue Zones, LLC

By: _____
Ben R. Leedle Jr, CEO

AGREED AND ACCEPTED:

City of Coachella

By: _____
Name: _____
Title: _____
Date: _____