

CITY OF SALINAS

City Council Strategic Plan thru 2019

Program Highlights as of August 2017

August 29, 2017

ECONOMIC DIVERSITY AND PROSPERITY COMPLETED PROGRAM HIGHLIGHTS

- Economic Development Element begins circulation in September
- Haciendas Phase 3 (50 units of family housing) under construction
- Future Growth Area: EIR and Fiscal Analysis for West and Central Areas continues
- Enterprise Fund for Permit Center Operations established 2017

ECONOMIC DIVERSITY AND PROSPERITY CONTINUED

- Completed the 3rd annual Forbes AGTech Summit in Salinas with over 650 attendees
- Digital Nest operations at Cesar Chavez Library began in April 2017
- City successfully supported the Young Innovators Challenge in March 2017

SAFE, LIVABLE COMMUNITY

2017

➤ Recruit, Hire and Retain Public Safety Officers:

2017 roll out of progressive recruitment campaign with full-time Police Officer support and high visibility (internet, billboard, telephone hotline)

21 officers hired in 2017 including 4 female officers and 13 bilingual officers

➤ Re-establish State and Federal Partnerships to Fight Crime in the City

Violence Suppression Unit makes arrests on multiple cold cases

SAFE, LIVABLE COMMUNITY CONTINUED

- Improve Code Enforcement in the City:

 - Operations re-organized to now offer weekend and after-hours enforcement

 - Address complaints on average, within 72 hours

- Code enforcement staff has conducted 6 outreach events to neighborhood groups on proactive enforcement process

EFFECTIVE, SUSTAINABLE GOVERNMENT

2017

- In February, Council adopted an ordinance updating Chapter 3 of City Code, “Commissions, Committees and Boards”; Requirements and composition of these bodies were effectively updated.
- Council approved a Resolution implementing uniform bylaws for all advisory bodies
- Ordinance establishing a Public Art Program was adopted, thereby establishing a Public Arts Commission; Currently working on application/appointment process
- Completed our 1st Youth and Government Institute program, a new community, civic-engagement program focusing on youth

WELL PLANNED CITY AND EXCELLENT INFRASTRUCTURE

2017

- Completed the City's first Road Diet Project: Market Street near Fremont Elementary and El Sausal Middle Schools at a cost of \$1.4 million
- Completed two significant sidewalk projects and continue work on the standing list
- Completed rehabilitation of Fire Station No. 5

- Water: Completed work with partners to develop Pure Water Monterey recycling Agreement; In Progress: Work with DeepWater Desalination
- Also in Progress: Salinas Valley Basin Groundwater Sustainability Agency

WELL PLANNED CITY AND EXCELLENT INFRASTRUCTURE CONTINUED

- Council unanimously adopted the Inclusionary Housing Ordinance in June 2017
- Completed the needs assessment, program development and schematic design process for the El Gabilan Library. This will be presented to Council in October.
- The Neighborhood Beautification Grant program successfully revised for 2017

QUALITY OF LIFE

2017

- Council allocates funding to update the County's 10-year plan to address homelessness
(Lead Me Home)
- Significant work accomplished on Open Space Master Plan, including extensive community engagement
- Additional \$270,000 received for Emergency Solution Grant on homelessness issues

QUALITY OF LIFE CONTINUED

- Phase One work on Sherwood multi-purpose Recreation Center completed. Phase Two work on HVAC and new flooring following upcoming bid review
- Carr Lake: Big Sur Land Trust acquires 72 acres in January 2017; Dialogue continues with Land Trust and property owners.

CITY COUNCIL STRATEGIC PLAN UPDATE

2017

