

City of Salinas

200 Lincoln Ave., Salinas, CA 93901

www.cityofsalinas.org



Meeting Agenda - Final

Monday, January 27, 2025

4:00 PM

SALINAS ROTUNDA

City Council

Mayor Dennis Donohue

Councilmembers:

Jose Luis Barajas, District 1 - Tony Barrera, District 2

Margaret D'Arrigo, District 3 - Gloria De La Rosa, District 4

Andrew Sandoval, District 5 - Aurelio Salazar, District 6

Rene Mendez, City Manager

Christopher A. Callihan, City Attorney

City Clerk's Office: (831) 758-7381

ZOOM WEBINAR PARTICIPATION

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4:00 P.M. PLEDGE OF ALLEGIANCE

ROLL CALL

COMMENDATIONS

2024 Salinas Firefighter of the Year Award

4:10 P.M. STUDY SESSION

[ID#24-726](#)

General Plan Update and Economic Development Element

Recommendation: No action required. Receive report regarding the General Plan Update and Economic Development Element.

PUBLIC COMMENT PROCEDURES

If you wish to make a general public comment or comment on a specific agenda item, you are encouraged to attend the City Council meeting in person. Public comment may also be submitted via email at PublicComment@ci.salinas.ca.us and will be entered into the record.

PUBLIC COMMENT TIME RESTRICTIONS

Public comments generally are limited to two minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule.

GENERAL PUBLIC COMMENTS

Receive public communications on items that are not on the agenda and that are in the City of Salinas' subject matter jurisdiction. Comments on Consent, Consideration, and Closed session items should be held until the items are reached. The public may

request that the legislative body consider adding an item for consideration on a future agenda. The public may comment on scheduled agenda items, including closed session items, as they are considered.

CALIFORNIA GOVERNMENT CODE §84308 - LEVINE ACT

Government Code § 84308. Parties to any proceeding involving a license, permit or other entitlement for use pending before the City Council must disclose any campaign contributions over \$500 (aggregated) within the preceding 12 months made by the party, their agent, and those required to be aggregated with their contributions under Government Code § 82015.5. The disclosure must include the amount contributed and the name(s) of the contributor(s).

5:10 P.M. CONSENT AGENDA

All matters listed under Consent Agenda may be enacted by one motion unless a member of the Council or the public requests discussion or a separate vote.

ID#25-009

Minutes

Recommendation: Approve minutes of January 14, 2025.

ID#25-007

Financial Claims

Recommendation: Approve financial claims report.

ID#24-703

Acceptance of the Cesar Chavez Park DG Path Project

Recommendation: Approve a Resolution accepting the Cesar Chavez Park DG Path Project ("Project", CIP No. 9361) for maintenance and responsibility.

ID#25-005

Williams Road Safe Street Corridor Project Grant Acceptance from the Federal Highway Administration (FHWA) Safe Streets and Roads for All (SS4A) Grant Program

Recommendation: Approve a Resolution accepting and receiving grant funds from the Safe Streets and Roads for All (SS4A) Grant Program for the Williams Road Safe Street Corridor Project; and authorizing the City Manager to negotiate and execute grant agreements and all documents necessary to effectuate the grant with the Federal Highway Administration (FHWA) in an amount not to exceed \$16,000,000 with supplemental City funding of \$4,000,000; and authorizing the FY 24-25 Appropriation increasing the estimated revenue from the Federal Highway Administration by \$16,000,000.

ID#25-008

Amendments to the Memorandum of Understanding with the Police Managers Association

Recommendation: Approve a Resolution approving amendments to the Memorandum of Understanding between the City of Salinas and the Police Managers Association.

ID#24-725

2024 Engineering and Traffic Survey for Speed Limits

Recommendation: Approve a Resolution to establish speed limits as recommended by the 2024 Engineering and Traffic Survey for Speed Limits.

ID#24-728

Amendment No. 1 to Agreement for Professional Services with Kimley-Horn and Associates, Inc. for Williams Rd for Williams Road Safe Street Corridor Project

Recommendation: Approve a Resolution authorizing the City Manager to execute Amendment No. 1 with Kimley-Horn and Associates, Inc. for extra work for the Project Approval and Environmental Document Phase of the Williams Road Safe Street Corridor Project and increase the total compensation by \$39,500, for a revised not to exceed amount of \$418,365.

ID#24-730

Amendment No. 1 to Agreement for Professional Service with SWA Group for the Alisal Vibrancy Plan: Streetscape Master Plan

Recommendation: Approve a Resolution authorizing the City Manager to execute Amendment No. 1 with SWA Group for additional scope of work to complete the Alisal Vibrancy Plan: Streetscape Master Plan and increase the total compensation by \$42,000, for a revised not to exceed amount of \$441,900.

COUNCILMEMBERS' REPORTS, APPOINTMENTS AND FUTURE AGENDA ITEMS

Receive communication from Councilmembers on reports, appointments and future agenda items. Councilmember comments are generally limited to three minutes.

5:30 P.M. ADJOURNMENT

Patricia M. Barajas, City Clerk

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings and in accordance with Californian Government Code Section 54954.2 and 54956. City Council agenda reports and other writings distributed to the legislative body may be viewed at the Salinas City Clerk's Office, 200 Lincoln Avenue, Salinas, and are posted on the City's website at www.cityofsalinas.org in accordance with California Government Code section 54597.5. The City Council may take action that is different than the proposed action reflected on the agenda.

Disability-related modification or accommodation, including auxiliary aids or services, may be requested by any person with a disability who requires a modification or accommodation in order to participate in the meeting. Language interpretation may be requested as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Requests should be referred to the City Clerk's Office At 200 Lincoln Avenue, Salinas, 758-7381, as soon as possible but by no later than 5 p.m. of the last business day prior to the meeting. Hearing impaired or TTY/TDD text telephone users may contact the city by dialing 711 for the California Relay Service (CRS) or by telephoning any other service providers' CRS telephone number.

PUBLIC NOTIFICATION

This agenda was posted on January 23, 2025 in the Salinas Rotunda and City's website.

Meetings are streamed live at <https://salinas.legistar.com/Calendar.aspx>, televised live on Comcast Channel 25 and on <http://www.youtube.com/thesalinaschannel> at 4:00 p.m. on the date of the regularly scheduled meeting and will be broadcast throughout the day on Friday, Saturday, Monday and Wednesday following the meeting. For the most up-to-date Broadcast Schedule for The Salinas Channel on Comcast 25, please visit or subscribe to our Google Calendar located at <http://tinyurl.com/SalinasChannel25>. All

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City of Salinas

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CA 93901
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Legislation Text

File #: ID#24-726, **Version:** 1

General Plan Update and Economic Development Element

No action required. Receive report regarding the General Plan Update and Economic Development Element.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT DEPARTMENT

FROM: LISA BRINTON, DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER

BY: JONATHAN MOORE, SENIOR PLANNER

TITLE: GENERAL PLAN UPDATE AND ECONOMIC DEVELOPMENT
ELEMENT STUDY SESSION

RECOMMENDED MOTION:

Administrative Report - No action is required.

EXECUTIVE SUMMARY:

Since launching the General Plan Update in 2021, Community Development staff have presented quarterly progress reports to City Council and in 2024 conducted Study Sessions with City Council in 2024 to review draft policy on the key topics, including land use and circulation, health, and safety. This Study Session focuses on economic development, shares engagement with stakeholders, and summarizes the draft policies of the proposed draft Economic Development Element. Staff is currently preparing a Public Review Draft General Plan for release in the spring of 2025 and is also working on the related Climate Action Plan and an Environmental Impact Report covering both documents. It is anticipated that the Council will consider adoption of the updated General Plan at the December 2025 meeting.

BACKGROUND:

Visión Salinas 2040 General Plan Update

The City launched Visión Salinas 2040 in 2021 as the umbrella project for its first comprehensive General Plan Update since 2002 and associated documents. Along with updating existing chapters, or “Elements” of the General Plan, Visión Salinas includes the City’s first Environmental Justice Element and Climate Action Plan (CAP), and a comprehensive Zoning Code update. Advanced Planning and Project Implementation Division staff (staff) are completing edits to a second administrative draft General Plan, which will be transferred to our consultant team to prepare a Public Review Draft. For more information, see Attachment 1, General Plan Update Progress Memo Q4 2024.

Zoning Code Update

The City of Salinas is embarking on a comprehensive update to its Zoning Code (ZCU), which has the potential to significantly shape the city's growth and the operations of the Community Development Department (CDD). The primary goal of the ZCU is to create a user-friendly, clear, and concise Zoning Code that will simplify the entitlement process for all stakeholders through objective development and design standards. This is an opportunity to improve how entitlement applications are processed, providing greater clarity regarding project requirements. The current Zoning Code is often complex and difficult for both staff and applicants to navigate. Streamlining the Zoning Code will establish more straightforward pathways for project approvals, potentially accelerating timelines for hearings and determinations, and enhancing the overall experience for those seeking to develop in Salinas. Community stakeholders including professionals, designers, contractors, business associations, business and property owners, and residents will be actively engaged in the ZCU process.

Community Engagement

Community engagement is a critical component of the Visión Salinas process. Since 2021, staff has conducted dozens of workshops and webinars, Steering Committee and Working Group meetings, and hosted other stakeholder discussions. Pop-ups, surveys, house meetings, and radio interviews, are some examples of other tools used for General Plan outreach. Attachment 2 provides a more detailed General Plan engagement summary. This commitment to engagement has also included keeping City Council informed throughout the process. Since launch, staff has presented or prepared memos for Council quarterly, and conducted two previous Study Sessions for direction on early draft policy:

- [Land Use and Circulation – March 12, 2024](#)
- [Environmental Justice and Public Safety – April 23, 2024](#)

Economic Development Element Background

The City's current Economic Development Element was adopted in 2017 (2017 EDE), after being accepted as a strategic planning document in 2014. It is an optional General Plan Element under state law and started as an initiative to chart a path to local economic recovery following the Great Recession. The 2017 EDE turned into a mini-General Plan update in and of itself, expanding beyond standard economic development topics into housing, neighborhoods, transportation, quality of life, and other topics through the lens of equity. The 2017 EDE established a vision of a prosperous and healthy community centered on jobs, safety, and health through over 400 goals policies and actions. The 2017 EDE also focused on economic development through land use planning, designating much of Salinas as various Opportunity Areas with identified development foci and strategies. These Opportunity Areas influenced the creation of the draft Place Type land use designations and related policies in the Land Use Element (see link above to Land Use and Circulation Study Session above for more details on Place Types).

Economic Development Engagement

Attachment 2 provides a comprehensive summary of both Vision Salinas and General Plan Update community engagement strategy and efforts. Multiple General Plan Update community engagement efforts on the topic of economic development, included the Socioeconomic Systems Pillar Working Group, Steering Committee business organizations and organizations, and ag

industry representatives. More recently, the City held a business stakeholder meeting on November 15, 2024, attended by leaders and representatives of local business groups to review draft Economic Development Element policy (see below) and current economic development efforts and challenges. A more detailed meeting summary is provided as Attachment 3.

Salinas Agriculture Economic and Land Use Study and Agricultural Policy Framework

Through a California Department of Conservation Planning Grant, the City established a Technical Advisory Committee (Ag TAC) to assist with the development and review of a Salinas Agriculture Economic and Land Use Study (Study), which is provided as Attachment 4. The Ag TAC included representatives from Western Growers, the Monterey County Farm Bureau, Monterey County Vintners Association, and the Grower-Shipper Association who supported the development of the scope of work for the Study consultant, participated in interviews, assisted with connecting the consultants with other agriculture stakeholders, and reviewed and provided feedback on the Study's findings and recommendations. The Study served as the foundation of the Salinas Agricultural Policy Framework (Framework; Attachment 5) which highlights existing conditions, recommendations, and draft policies to be incorporated into General Plan Update, as seen in Goal ED-1 below.

Draft Economic Development Element Summary

The 2017 EDE is still the backbone of the draft EDE update, but because Visión Salinas 2040 is a comprehensive overhaul of the General Plan, significant portions of 2017 EDE goals, policies and actions have been shifted to more topic-aligned Elements (i.e.: land use to the Land Use Element, housing, and neighborhood content to the Housing Element, etc.). The Draft Economic Development goals, policies, and actions listed in Attachment 6 are the remaining 2017 EDE economic development priorities updated to reflect recent studies and community engagement. Draft policies, which were reviewed by the Steering Committee, are summarized below, are organized under five goals.

Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.

- Encourage economic expansion while supporting the advancement of agricultural production and technology.
- Attract new businesses on and adjacent to the agri-business supply chain.

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

- Develop a business retention program and streamline licensing and permitting processes.
- Improve access to capital for all stages of business growth and support entrepreneurship and innovation.

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

- Increase access to education and vocational training for youth and adults to prepare them for relevant and high-quality job opportunities.

- Support residents in improving their neighborhoods.

Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.

- Promote the City and its unique neighborhoods as cultural, arts and shopping destinations.
- Develop a Citywide strategy to combat sales tax leakage and strengthen local retail.

Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.

- Improve the appearance of commercial corridors through design guidelines that strengthen district identity and programs such as façade improvements.
- Support business owners with ADA compliance and increasing accessibility.

EDE and General Plan Update Next Steps

The next EDE/business stakeholder meeting is scheduled for February 14, 2025. Staff will continue to work with this core group of stakeholders to refine EDE goals, policies and actions and will expand engagement to include business and property owners, industry representatives and residents. Concurrently, city staff and the consultant team are preparing a Public Review Draft General Plan for release late spring 2025. Prior to releasing the draft, staff will hold another Study Session with Council to give a broad overview of the draft General Plan. Staff also continues to work with the consultant team on engagement for and preparation of a draft Climate Action Plan, and a draft Environmental Impact Report for the General Plan and Climate Action Plan.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

The General Plan Update is an objective in the 2023-2025 City Council Strategic Plan under Effective and Culturally Responsive Government.

DEPARTMENTAL COORDINATION:

Community Development Department (CDD) staff coordinated with Library and Community Services, Public Works, Police, and Fire staff to review draft policies and documents to ensure internal consistency and direction. CDD staff is also working closely with the City Attorney and their outside special counsel on the review of the draft General Plan and related environmental documents.

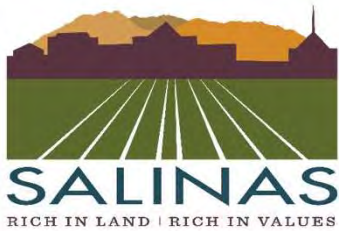
FISCAL AND SUSTAINABILITY IMPACT:

There is no cost associated with this study session. Funding for the General Plan Update comes from State grants and the General Plan fund, which is funded through General Plan/Zoning maintenance fees.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action
n/a	n/a	n/a	n/a	n/a	n/a	n/a

ATTACHMENTS:

1. General Plan Update Progress Memo Q4 2024
2. General Plan Engagement Summary
3. Salinas Agriculture Economic and Land Use Study
4. Economic Development Stakeholder Meeting Summary
5. Draft Economic Development Element Goals, Policies and Actions
6. PowerPoint Presentation



City of Salinas

COMMUNITY DEVELOPMENT DEPARTMENT • 65 W. Alisal St • Salinas, California 93901

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MEMORANDUM

DATE: December 19, 2024

TO: City Council

FROM: Lisa Brinton, Director

THROUGH: Grant Leonard, Planning Manager

BY: Jonathan Moore, Senior Planner

SUBJECT: **GENERAL PLAN VISIÓN SALINAS 2040 UPDATE**

In the fourth quarter of 2024, staff revised the administrative draft General Plan, received technical studies needed to prepare the Climate Action Plan, and initiated the procurement process for a Zoning Code Update consultant.

General Plan Visión Salinas 2040

- Completed internal writing of second administrative draft.
- Reviewed second draft with other departments and outside legal counsel supporting update (October-November).
- Revised over 400 comments.

Climate Action Plan (CAP)

- Completed internal review of draft Climate Action Plan (CAP) emission forecast and strategies.
- PlaceWorks completed greenhouse gas emissions forecasts based on draft General Plan buildout numbers and expected reductions from proposed policies. This will allow staff to resume CAP engagement on strategies and scenarios to reach said targets.

Zoning Code Update

- Released a Request for Proposals (RFP) for a comprehensive Zoning Code Update to follow General Plan.
- Goals of the Zoning Code Update include implementing General Plan land use changes, seeking to encourage flexibility and innovation, improving development review processes, and compliance with recent state laws.
- Staff is reviewing the three proposals received by the December 6th deadline.

Engagement

- General Plan engagement continued with presentations to the Historic Resources Board and the Rotary Club of Salinas Downtown in September.

- Community Development staff supported the City Manager’s office in convening economic development stakeholders in November.
- Staff will continue topic-specific outreach on land use, economic development, and the CAP, before moving to engagement for the broader General Plan again in Spring of 2025.

Target Schedule

- The Target Schedule projects the General Plan Update process out to a completion at the end of 2025. Certain components, such as response time to comments, may shorten or lengthen the anticipated schedule.

2025	
January	<ul style="list-style-type: none"> • General Plan/Economic Development Element Council Study Session (1/28/25) • Start of Environmental Impact Report (EIR) alternatives • Zoning Code Consultant interviews
February	<ul style="list-style-type: none"> • Planning Commission - Pre-Public Review Draft General Plan Study Session and Annual Progress Report • Zoning Code Consultant selection approval by Council
March	<ul style="list-style-type: none"> • City Council – Pre-Public Review Draft General Plan Study Session and Annual Progress Report • General Plan Engagement • CAP Webinar
April	<ul style="list-style-type: none"> • Release public review draft General Plan • Edit EIR administrative draft • CAP study session
May-June	<ul style="list-style-type: none"> • Release formal draft EIR and CAP for public review and start 45-day comment period
July	<ul style="list-style-type: none"> • Continue engagement • Receive Comments • Planning Commission and Council briefings on EIR and adoption process
September	<ul style="list-style-type: none"> • Revise General Plan, CAP, and EIR according to comments • Start preparing adoption documents
October-November	<ul style="list-style-type: none"> • Publish revised General Plan, CAP, and EIR • Start approval process at commission level <ul style="list-style-type: none"> • Monterey County Airport Land Use Commission (mandatory) • Planning Commission (mandatory) • Traffic and Transportation Commission
December	<ul style="list-style-type: none"> • Consideration of EIR certification and General Plan and CAP adoption by City Council

General Plan Community Engagement Summary

Vision Salinas: An Integrated Planning Initiative

In 2017, shortly after the adoption of the Economic Development Element (EDE), Visión Salinas was initiated to coordinate city-wide public outreach efforts. The EDE was instrumental in shifting City practices towards more equitable and inclusive engagement and served as a guide for the Visión Salinas outreach process. Visión Salinas' extensive community engagement helped establish a foundation for the General Plan Update (GPU) by developing an Overarching Core Value and Guiding Principles that serve as the backbone of the GPU planning process. Visión Salinas was re-branded as Visión Salinas 2040.

Overarching Core Value: *An inclusive, diverse, and welcoming City where all persons can thrive.*

This Overarching Core Value is embedded in each of the following Guiding Principles:

- Economic Prosperity, Equity, and Diversity
- Housing Opportunities for All
- Healthy and Safe Community
- Youth and Future
- Collaborative, Inclusive, and Engaged Decision Making
- Livable and Sustainable Community
- Connectivity, Access, and Mobility
- A Community to Celebrate

Visión Salinas 2040 Engagement Strategy

The Visión Salinas 2040 community engagement strategy uses an equitable outreach approach, and builds off lessons learned from recent community plan processes, which increased efforts to bring more voices into the conversation. At the beginning of the Visión Salinas 2040/GPU process, COVID-19 brought new challenges to outreach and required new and deliberate strategies to make sure the process was equitable and inclusive of Salinas' diverse voices. Community engagement summaries for the Working Groups and workshops/webinars are available at:

www.visionsalinas.com/comengage

Key numbers:

- **11,200+** total people engaged
- **5,913** People reached through Global Budget Engagement using Guiding Principles
- **22** Large Workshops
- **17** Pop-ups at community events and public spaces
- **16** Steering Committee Meetings
- **8** Working Group Meetings

Key Objective: removing barriers to participation and building capacity:

The City took many steps to enable community members to participate in the planning process at the level they desired, whether someone wanted to simply share their ideas through a pop-up, by attending a workshop, or if they wanted sustained participation in the multi-year planning effort. These steps included:

- Holding virtual meetings during social distancing protocols,
- Holding meetings after business hours, typically from 6-8 PM,
- Providing food and childcare, when appropriate,
- Conducting workshops and meetings in English, with translation to Spanish, and bilingual materials (when appropriate), Mixteco interpretation when requested, and
- Contracting outside outreach support to reach underserved populations.

Community Engagement Structure**Steering Committee:**

The Steering Committee is comprised of key community stakeholders representing local agencies, community based organizations, the business sector, agriculture, schools, youth, and one representative for each of the six City Council districts and one representing the Mayor. The Visión 2040 Steering Committee is responsible for:

- Guiding the General Plan Update process and document structure
- Communicating information and priorities to drive engagement
- Developing content within Working Groups
- Providing guidance on project issues and key policy topics

Steering Committee meeting materials are available at:

<https://www.visionsalinas.org/steeringcommittee>.

Working Groups:

The purpose of the Working Groups was to allow residents, stakeholders and technical advisors the chance to expand on the 2002 General Plan's goals, policies and actions. Working Group members had the opportunity to expand on, vet and refine the content outlined in the policy matrices. Due to the COVID-19 Pandemic, the early Working Group meetings were offered on Zoom and later transitioned to in person meetings centered around the Plan's three pillars of Built Environment, Natural Systems and Socioeconomic Systems. Meetings were exclusively held in the evenings to allow for more participation with food and translation available.

- February 16th, 2022: Built Environment
- March 9th, 2022: Socioeconomic Systems
- March 17th, 2022: Natural Systems
- March 23rd, 2022: Built Environment
- April 7th, 2022: Socioeconomic Systems
- April 19th, 2022: Natural Systems
- April 21st, 2022: Built Environment

- May 11th, 2022: Socioeconomic Systems

Community Workshops/Webinars:

The City held twenty-two (22) community workshops covering a variety of topics. In the early stages of the GPU process, workshops were held on Zoom and later transitioned to large in-person meetings.

- August 17th, 2021: **District 2 Land Use Workshop**
- August 19th, 2021: **District 1 Land Use Workshop**
- August 26th, 2021: **District 3 Land Use Workshop**
- September 1st, 2021: **District 4 Land Use Workshop**
- September 9th, 2021: **District 6 Land Use Workshop**
- October 7th, 2021: **District 5 Land Use Workshop**
- October 13th, 2021: **City at large Land Use Workshop**
- January 20th, 2022: **Existing Conditions/Working Group Kick-off**
- April 28th, 2022: **Climate Action Plan Webinar**
- June 29th, 2022: **Community Design Webinar**
- September 28th & 29th, 2022: **Environmental Justice Workshops**
- March 28th and 29th, 2023: **Public Safety Workshops**
- April 19th, 26th and 27th, 2023: **Housing Element Workshops**
- November 2nd: **Active Transportation Workshop**
- February 1st, 2024: **Transportation Open House**
- February 27th, 28th, 29th, 2024: **Land Use Info Sessions**

Pop-ups:

Community Development staff, with some outside support from the Center for Community Advocacy, completed seventeen (17) pop-up activities at community events and public spaces. They were designed to quickly attract and engage community members, share information, and provide a voice to residents who are affected but have not been represented in the collaborative process.

Sustainable Agriculture Lands Conservation Grant (SALC) Engagement:

In 2020, The City was awarded a grant through the California Department of Conservation, the Sustainable Agriculture Lands Conservation Grant (SALC) to support Visión Salinas 2040. The SALC grant augmented public engagement efforts focused on direct outreach to farmworkers. With the support of the Center for Community Advocacy (CCA) and eleven (11) General Plan Update Ambassadors, over nine hundred (900) farmworkers have been reached and a total of three thousand four hundred and fifty (3,450) Salinas community members were engaged through pop-up activities, food bank distributions, and lunch time field visits. This outreach was supported by staff with the preparation of pop-up materials focused on environmental justice, public safety, transportation, and housing.

The City also established a Technical Advisory Committee (Ag TAC) to assist with the development and review of a Salinas Agriculture Economic and Land Use Study (Study). The Ag TAC had representatives from Western Growers, the Monterey County Farm Bureau, Monterey County Vintners Association, and the Grower-Shipper Association. The Ag TAC helped develop the scope of work for the Study consultant, participated in interviews and assisted with connecting the consultants with other agriculture stakeholders, and reviewed the Study.

City Budget Engagement:

Over the last few years, the City has been committed to a robust community engagement process designed around the preparation of the City annual budget. The 2022 and 2023 City Budget engagement process included forty (40) pop-up activities and over four thousand (4,000) survey responses. This feedback was reviewed and helped establish GPU topic priorities and new goals, policies and actions.

Other General Plan Update Communication:

- Project website-visionsalinas.org
- Public notices
- Radio interviews
- Email blasts
- Letters and postcards
- Social media (City Facebook and Instagram)
- La Plaza 5 AM Pop-up – meant to engage farmworkers at a popular bakery on their way to work.
- LCS Activity Kit – 400 kits distributed through the Salinas rec centers to share GP information.
- Coasters – 500 distributed to restaurants and bars. Coasters shared information related to the project website and invited folks to complete a General Plan survey.
- House meetings - through the SALC Grant, General Plan Ambassadors completed 95 house meetings. This is a common grassroots community organizing strategy where you hold small meetings anywhere community members are gathered, most often in their homes.

Economic Development Stakeholder Meeting Summary

On November 15, 2024, the City Manager and staff met with representatives of local business groups. These groups included the Salinas Valley Chamber of Commerce, Salinas United Business Association, Salinas City Center Improvement Association, and Salinas Valley Tourism and Visitors Bureau. The group discussed current City efforts and challenges related to business development, the General Plan Update, and draft Economic Development Element (EDE). Described below are the themes from the dialogue portion of the meeting. Attendees also participated in a dot voting activity to prioritize draft EDE goals, policies, and actions.

Themes:

The biggest theme from the discussion was the desire to change regulations, processes, and culture at the City level to make it easier to start and grow businesses. This includes updating municipal code to address common regulatory stumbling blocks that it has control over, such as the master sign permit, or overly strict zoning use regulations. The City should identify ways to streamline permit processes to make them understandable and easier to navigate and improve consistency in communication and enforcement. City staff should be empowered to help the community get to “yes” on development, which also requires a culture/mindset shift towards a collaborative approach with applicants.

Discussion notes:

Observations:

- Business organizations like those here would like to partner with City to market/attract new businesses.
- Better centralization of resources and referrals.
- It can take time for changes (revitalization), don't give up.
- More collaboration and forums like this.
- Make sure information is available at a click, several website issues, information challenging to find, broken links.
- More collaboration with Monterey County Business Council
- Easier to grow from existing/local business but don't ignore the big ones
- Need to find a balance between new economy and brick and mortar
- Master sign permit challenging
- Sign process does not incentivize rule following
- Amazon has moved mountains, but others could be driven away by process challenges
- Road conditions, make sure it is in Circulation element

- Stakeholders noted problems with vendors selling in parking lots and driveways.
- Also unapproved vendors using social media to sell out of their homes.
- Did note less unapproved vendors out since enforcement began.

Recommendations:

- Make it easier (regs, signs, fees) to stand up small businesses
- Big support for saying “yes” and permit streamlining
 - Culture challenge in staff
- Cross collaboration with large organizations.
- New idea to create an Economic Development strike team.
- More communication w/ City- Example: Support with ADA compliance.
 - One place for people/businesses to access information, issues can be communicated to a broad group- like the issues with the ADA lawsuits in the Alisal.
- Create a way to track real time property availability
- Recommended enforcement strategy - > random weekends, couple times a month.
- Targeted enforcement (Example: Parade of Lights).

EDE Activity: Top ranking Goal, Policies and Actions

Top Goal:

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

Top Policies:

- **Policy ED-2.2:** Promote entrepreneurship and business innovation and expansion.
- **Policy ED-5.1:** Improve the appearance, accessibility and cleanliness of the city and its commercial corridors.
- **Policy ED-2.1:** Build relationships with business and property owners.
- **Policy ED-1.2:** Support the advancement of agricultural productivity and technology.

Top Actions:

- **ED-2.2.2:** Leverage existing small business support resources to promote entrepreneurial activities.
- **ED-2.2.3:** Increase zoning flexibility to accommodate diverse business needs and spur innovation through Zoning Code update.

- **ED-2.1.1:** Develop a business retention program.
- **ED-2.1.3:** Work to streamline licensing and permitting processes to ease administrative burdens for businesses.
- **ED-1.2.2:** Attract investments in agricultural technology by promoting Salinas as a hub for agricultural innovation.

Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.

Policy	Related Actions
<p>Policy ED-1.1: Encourage economic expansion in compatible high-tech industries.</p> <p align="center">4 votes</p>	<p>ED-1.1.1: Collaborate with local and regional educational institutions to develop training programs tailored to the needs of the high-tech industry. 5</p> <p>ED-1.1.2: Identify and maintain a database of strategically located business sites that are ideal for high-tech companies. 4</p> <p>ED-1.1.3: Launch a targeted marketing strategy to attract high-tech firms to Salinas, emphasizing the city's commitment to technological growth and innovation. 4</p>
<p>Policy ED-1.2: Support the advancement of agricultural productivity and technology.</p> <p align="center">7 votes</p>	<p>ED-1.2.1: Foster partnerships with technology providers and research organizations to integrate advanced technologies into local agriculture.</p> <p>ED-1.2.2: Attract investments in agricultural technology by promoting Salinas as a hub for agricultural innovation. 11</p> <p>ED-1.2.3: Identify and incentivize agri-business supply chain expansion opportunities for new and existing enterprises. 1</p> <p>ED-1.2.4: Address agricultural infrastructure needs to support modernized farming practices and increased productivity. 2</p> <p>ED-1.2.5: Encourage workforce training programs focused on agricultural technology to ensure the sector remains competitive and innovative. 2</p> <p>ED-1.2.6: Work with the industry to reduce climate impacts and adapt to changes such as increased temperatures, volatile precipitation, water supply threats, and increased pests. 1</p>

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

Policy	Related Actions
<p>Policy ED-2.1: Build relationships with business and property owners.</p> <p>8 votes</p>	<p>ED-2.1.1: Develop a business retention program. 12</p> <p>ED-2.1.2: Continue to expand Small Business Navigator assistance to guide and support local businesses through regulatory processes. 8</p> <p>ED-2.1.3: Work to streamline licensing and permitting processes to ease administrative burdens for businesses. 11</p> <p>ED-2.1.4: Support businesses with code compliance correction process.</p>
<p>Policy ED-2.2: Promote entrepreneurship and business innovation and expansion.</p> <p>10 votes</p>	<p>ED-2.2.1: Facilitate the creation of designated spaces for business incubators to nurture new ventures. 1</p> <p>ED-2.2.2: Leverage existing small business support resources to promote entrepreneurial activities. 16</p> <p>ED-2.2.3: Increase zoning flexibility to accommodate diverse business needs and spur innovation through Zoning Code update. 13</p> <p>ED-2.2.4: Evaluate a rental assistance program for commercial renters. 1</p>
<p>Policy ED-2.3: Improve access to capital for all stages of business growth.</p> <p>4 votes</p>	<p>ED-2.3.1: Collaborate with financial institutions to facilitate easier access to business loans and credit. 7</p> <p>ED-2.3.2: Promote microloan programs targeted at small businesses to ensure broad availability of financial resources. 3</p> <p>ED-2.3.3: Coordinate financial literacy education to empower business owners and enhance their capacity for sustainable growth. 2</p> <p>ED-2.3.4: Explore funding for undocumented owners.</p>

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

Policy	Related Actions
<p>Policy ED-3.1: Increase access to education and vocational training programs for youth and adult learners to improve economic security.</p> <p>1 vote</p>	<p>ED-3.1.1: Partner with local and regional educational institutions and nonprofit organizations to increase graduation rates, literacy, vocational programs and job opportunities. 2</p> <p>ED-3.1.2: Encourage educational institutions and workforce development programs based on employer/industry needs. 4</p> <p>ED-3.1.3: Create or recruit new job training programs (e.g., JobCorps).</p> <p>ED-3.1.4: Continue support of non-profit organizations working with youth programs focused on career exploration and job readiness (e.g. Digital Nest, Rancho Cielo, Girls Inc., etc.). 5</p> <p>ED-3.1.5: Support workforce development training for green economy and climate adaptation jobs. 1</p>
<p>Policy ED-3.2: Promote economic security by providing access to economic opportunities for all workers and households in the community.</p> <p>2 votes</p>	<p>ED-3.2.1: Technical assistance, grant opportunities and other services, focusing on small businesses in underserved areas of the community. 2</p> <p>ED-3.2.2: Build partnerships with organizations that assist marginalized populations find employment and become self-sufficient. 1</p> <p>ED-3.2.3: Seek development opportunities that will increase the number of professional-level jobs that offer family-supportive wages, paid sick days, and health care insurance, and protect worker safety, so college-educated residents can find appropriate jobs in their home city. 1</p> <p>ED-3.2.4: Prioritize employment opportunities for Salinas' residents through tools such as community benefit agreements, employer incentives, and local preference policies. 3</p> <p>ED-3.2.5: Support reskilling and apprenticeship programs that provide upward career mobility for residents particularly those in underserved areas of the community. 2</p>

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

Policy	Related Actions
<p>Policy ED-3.3: Empower Salinas residents to take an active role in neighborhood revitalization.</p> <p>*What do these mean?</p> <p>4 votes</p>	<p>ED-3.3.1: Promote the establishment of a system of neighborhood-level resident representation to empower/engage local neighborhoods in their own revitalization process. 3</p> <p>ED-3.3.2: In collaboration with neighborhood representatives and/ or other community groups and organizations, leverage the use of technology to promote low-cost, short-term activities that revitalize neighborhoods and enhance quality of life to further long-term economic change. 2</p> <p>ED-3.3.3: Support the emotional well-being of residents by creating safe opportunities for residents to connect with their neighbors, especially when they are from a different culture or background. 1</p>

Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.

<p>Policy ED-4.1: Enhance marketing, promotion, and branding efforts and develop a City-wide retail strategy to combat sales tax leakage.</p> <p>1 vote</p>	<p>ED-4.1.1: Promote the City's unique neighborhoods as cultural, arts, and shopping destinations. 5</p> <p>ED-4.1.2: Attract new retail development that will expand the variety and quality of goods and services for existing residents without harming existing, locally-owned businesses. 8</p> <p>ED-4.1.3: Develop a branding and marketing strategy that promotes Salinas as a culture, art, and retail destination. 4</p>
<p>Policy ED-4.2: Enhance tourism opportunities by promoting Salinas' history, cultural diversity, and positive attributes.</p> <p>3 votes</p>	<p>ED-4.2.1: Create destination-based and identifiable place-themed districts within the community for agriculture, business and technology, market-place/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources. 6</p> <p>ED-4.2.2: Support the creation of key cultural spaces to bring visitors to Salinas. 3</p>

Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.

Policy	Related Actions
<p>Policy ED-5.1: Improve the appearance, accessibility and cleanliness of the city and its commercial corridors.</p> <p>9 votes</p>	<p>ED-5.1.1: Establish a consistent corridor maintenance program and tailored design guidelines to improve appearance, create district identity, and Increase safety. 8</p> <p>ED-5.1.2: Incentivize owners and merchants to invest in property maintenance and improvements. The City will also evaluate potential revenue streams to support consistent corridor maintenance. 13</p> <p>ED 5.1.3: Establish and fund a façade improvement program that incentives alignment with City design guidelines/district identity (e.g. 50/50, Jazz Up programs). 7</p> <p>ED 5.1.4: Support business owners with navigating code issues and assist to ensure compliance. 3</p> <p>ED 5.1.5: Facilitate ADA compliance and streamline process by offering ADA checklist, info packet, and trainings. 5</p> <p>ED 5.1.6: Explore grants to facilitate ADA upgrades and compliance. 5</p>

Final Report

Salinas Agriculture Economic and Land Use Study

The Economics of Land Use



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1. Introduction and Executive Summary

Introduction

Located in Monterey County, the City of Salinas (City) plays a large role as an agriculturally driven center of commerce dating back many decades. The region's agricultural acumen has been explored in pop culture and literature, and it has firmly intertwined agriculture into the mass image of Salinas. The County continues to thrive as one of the most productive agricultural economies in the world, and as the forefront of that market, Salinas continues to grow and evolve as both a community and an economy.

As Salinas' economic opportunities expand and diversify, this report focuses specifically on the agricultural economy, and identifies how Salinas can continue to benefit from core agricultural production activities while also planning for future opportunities, with a goal of keeping the agricultural economy strong and addressing ongoing challenges in the years ahead.

Salinas has unique strengths. Salinas serves as a base of operations for multiple functions that serve farming operations, such as equipment vendors, employment services, administrative support, and distribution and warehousing. These operations function as both standalone business establishments as well as functions within vertically integrated agricultural companies. These operations require industrial space which has largely remained in tight supply in Salinas, for processing, cold storage, and other value-added activities.

To address future capacity issues, Salinas has identified an opportunity area called the Salinas Agricultural Industrial Center (the Ag Center). The Ag Center has gone through a specific plan process and discussions around this site have centered on a need for specialized cooling and other logistics and warehousing facilities, as well as potential space for processing activities and administrative and support functions.

While projected job growth for Salinas shows modest net growth in demand for industrial spaces, demand for the center could also be driven by relocation of existing businesses within town. This creates an opportunity to optimize the replacement use to the benefit of the industry and the City. The Ag Center would potentially help agricultural production businesses in Salinas remain competitive and stay in Salinas by helping to reduce operational input costs.

Therefore, Salinas' capacity to expand its role as the industrial and administrative center of Monterey County's agricultural economy would be enhanced with the establishment of the Ag Center. The Ag Center would provide modern spaces for existing operations looking to expand or replace aging facilities and serve as a potential business attraction location. The Center would also provide a unique

opportunity to reorganize Salinas' economic geography by relocating industrial uses that are situated closer to residential neighborhoods, and allowing the existing spaces to be redirected towards redevelopment and placemaking activities that can support other economic activities and better meet market demand from residents as well as tourists. Key trends discussed in this report include:

- **Recent years have shown Salinas' economic base growing at a modest pace, with agriculture making up the largest portion of economic activity.** Salinas' labor force is young, with a large proportion of workers lacking a high school or college education. Salinas also has a shortage of both agricultural production workers as well as health care and educational workers. The labor force also has a sizable number of professionals and construction workers who commute to jobs outside of Salinas and Monterey County. The role of Salinas as a bedroom community for those workers has put upward pressure on housing prices, and the regional shortage of agricultural workers as well as the tourist-serving hospitality workers is an outcome of that trend.
- **Salinas has numerous opportunities with agriculture and other economic sectors; however, its competitive position with agriculture has been the strongest.** As Salinas evolves, other communities along the 101 corridor, such as Gonzales and King City, have also begun to compete for industrial functions.
- **Constraints to expansion and modernization of Salinas' agricultural sectors are extensive and must be addressed.** Most prominently, the City's water supply and wastewater infrastructure face numerous challenges. In addition, circulation constraints have put Salinas at a disadvantage compared to other locations, such as the Central Valley. The 101/Abbott interchange project will need to be a priority in conjunction with the Center project.

Strategic Actions

Altogether, agriculture is part of Salinas' past and present. It also stands to be a prominent part of the City's future. The analysis and findings identified in this report outline strategic actions that Salinas can take to help ensure the continued prosperity of agriculture and the many other activities that tie into it, summarized below.

Land Supply and Space

- **Prioritize the Ag Center to address identified short-term needs**, such as aging cooling and industrial support facilities in Salinas. Consider a two-phased approach that would develop the second phase as market needs are fulfilled by the initial building development phases.
- **Ensure that Salinas' future supply of industrial space is adequate** for supplier industries that might want to locate in Salinas or for existing businesses to expand. Contingency options in the event that the Ag Center development process does not proceed as expected include existing industrial land capacity designated through the General Plan, and potential synergies between the Ag Center and surrounding land areas.

Economic Development Outreach and Operational Support

- **Prioritize economic development activity focused on the ag industry.** This includes identifying potential incentives for business retention, expansion, and attraction; organizing grant and opportunity zone efforts; identifying direct funding resources, such as grant funding and revolving loan funds; and identifying supportive zoning solutions.
- **Conduct outreach to local agricultural producers** to identify the extent to which their Salinas operations extend into office, manufacturing, distribution, and/or other industrial activities.
- **Promote industry diversification** by encouraging other value-added activities and land uses to support the anchor producers.
- **Maintain communication** with prominent agricultural production businesses in Salinas and identify the extent of their operations in Salinas.
- **Conduct outreach to local cannabis producers** that can help identify potential demand and constraints on local resources as that sector expands. Recognize cannabis as a source of jobs and public/private revenue.
- **Promote a vision** of Salinas as a major ag research center.

Labor Force

- **Strengthen Salinas' existing strategic partnerships**, both formal and informal, with workforce development programs at Hartnell College, CSU Monterey Bay, UC Santa Cruz, regional providers, and trade schools meet the needs of agriculture in light of shifts in technology and market changes.
- **Expand strategic partnerships** with trade groups and establish an agricultural industry working group in Salinas to address business climate

and workforce preparedness issues to improve and formalize City-Industry communications.

- **Address housing needs** for agricultural and other seasonal worker housing and engage with private businesses that have been providing worker housing.

Infrastructure

- **Confront the need for further public investment** in short- and long-term infrastructure, specifically circulation, water supply, land use, and wastewater treatment.
- **Circulation constraints have and will continue to be a disincentive** for agricultural businesses. While the City's ability to improve interchanges is limited, TAMC has improvements under study that could improve access to the Ag Center area in the future.
- **Water supply has been a constraint to the economic vitality** of the agricultural industrial sector. The City should be proactive in pursuing new sources, including savings from land use changes; opportunities for reuse/recycling of process water; and requiring reuse/recycling of process water within the Ag Center.

The report is organized as follows:

- **Chapter 2** presents the data analysis of the local economic base, trend data, job projections, and emerging industries.
- **Chapter 3** examines the labor force, and socioeconomic and housing conditions.
- **Chapter 4** presents analytical findings from a series of focus groups that the project team hosted, and agricultural growth dynamics.
- **Chapter 5** looks at the growth dynamics, the Salinas Ag Center, and barriers and solutions for industry expansion.
- **Chapter 6** summarizes the findings and identifies implementation measures and policy recommendations that can position Salinas to benefit from opportunities with the agricultural sectors and address competitive liabilities.

2. Local Economic Setting

Job Setting

Salinas and Monterey County Employment Distribution and Growth

Salinas is the leading economic center for Monterey County, and its composition and recent trends parallel the broader regional economy to a large extent. For both Salinas and the County, the employment base is dominated by agricultural production, as shown in **Table 1**. Salinas' job distribution by sector is generally similar to the countywide distribution, with the exception of hospitality (lodging and food service).

Salinas' employment base totaled about 65,200 jobs in 2021 (**Table 1**). By comparison, the County had a total of 188,400 jobs. The largest employers in Salinas are agriculture, health care, retail trade, educational services, and public administration. About 25 percent of the agricultural employment in the county is in Salinas. This mirrors the overall job distribution that also shows about a quarter of the total jobs in Monterey County are located in Salinas.

As indicated in the location quotients on **Table 1**, the sectors with the highest job concentration in Salinas are agriculture, health care/social assistance, and public administration.¹ In addition to these sectors, Monterey County also has an above-average concentration in hospitality and mining industries. This is indicative of the tourism trade and petroleum industries that are less prominent in Salinas. Transportation and warehousing, which serves as a prominent support industry for agriculture, has a below-average concentration of jobs in Salinas and Monterey County.

Between 2011 and 2021, Salinas' employment grew at an average annual rate of 1.3 percent, while Monterey County's overall employment grew at a similar rate. However, agricultural jobs grew in Salinas at a slower rate of 0.8 percent, which is about half the growth rate for Monterey County, which grew at 1.6 percent. This may reflect competition for key industrial functions in the County among cities to the south on the 101 Corridor. Between 2011 and 2021, the largest growth in Salinas occurred in health care/social assistance, administrative services, and agriculture. Each of these sectors added over 1,000 jobs during this period. Other sectors that added at least 500 jobs between 2011 and 2021 in Salinas include construction, manufacturing, wholesale trade, and education.

¹ The location quotient represents a measure of relative employment concentration that compares Salinas and Monterey County to the state. A location quotient above 1.00 indicates an above average employment concentration, while a location quotient below 1.00 indicates a below average concentration.

Table 1
Comparison of Employment Growth Trends, 2011 to 2021
Salinas and Monterey County

Industry	NAICS	Salinas					Monterey County				
		2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	2021 Location Quotient	2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	2021 Location Quotient
Total - All Industries	Total	57,583	65,239	7,656	1.3%	1.00	167,574	188,406	20,832	1.2%	1.00
Agriculture, Forestry, Fishing and Hunting	11	16,709	18,048	1,339	0.8%	10.35	46,227	54,354	8,127	1.6%	11.91
Mining, Quarrying, and Oil and Gas Extraction	21	13	0	-13	-41.3%	0.00	205	243	38	1.7%	1.32
Utilities	22	166	53	-113	-10.8%	0.11	732	729	-3	0.0%	0.60
Construction	23	842	1,476	635	5.8%	0.58	3,922	6,626	2,704	5.4%	0.67
Manufacturing	31	1,325	2,006	681	4.2%	0.36	5,602	4,876	-725	-1.4%	0.34
Wholesale Trade	42	1,888	2,416	528	2.5%	0.82	4,850	5,243	393	0.8%	0.73
Retail Trade	44	6,903	7,294	391	0.6%	1.06	15,893	16,240	346	0.2%	0.91
Transportation and Warehousing	48	1,176	1,382	206	1.6%	0.60	3,538	3,846	308	0.8%	0.42
Information	51	632	535	-97	-1.7%	0.27	1,732	955	-777	-5.8%	0.15
Finance and Insurance	52	1,111	899	-212	-2.1%	0.39	2,560	2,177	-383	-1.6%	0.36
Real Estate and Rental and Leasing	53	386	396	11	0.3%	0.36	1,667	1,957	290	1.6%	0.61
Professional, Scientific, and Technical Services	54	1,392	1,226	-166	-1.3%	0.26	5,666	5,213	-452	-0.8%	0.34
Management of Companies and Enterprises	55	587	627	39	0.7%	0.71	1,394	1,624	229	1.5%	0.60
Administrative and Support and Waste Management and Remediation Services	56	1,806	3,638	1,832	7.3%	0.92	4,955	8,847	3,892	6.0%	0.71
Educational Services	61	4,691	5,284	593	1.2%	0.90	12,098	14,306	2,209	1.7%	0.95
Health Care and Social Assistance	62	6,802	9,183	2,381	3.0%	1.23	15,107	21,438	6,331	3.6%	0.73
Arts, Entertainment, and Recreation	71	354	400	46	1.2%	0.29	2,326	2,290	-36	-0.2%	0.72
Accommodation and Food Services	72	3,619	3,875	257	0.7%	0.67	18,164	18,508	344	0.2%	1.17
Other Services (except Public Administration)	81	2,361	1,381	-980	-5.2%	0.42	6,656	4,729	-1,926	-3.4%	0.88
Public Administration	92	4,712	5,118	406	0.8%	1.41	13,900	14,196	296	0.2%	1.51
Unclassified	99	108	3	-106	-30.9%	0.01	381	9	-373	-31.6%	0.37

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Note: Figures may not sum because of rounding.

Projected Job Growth

Job projections from Caltrans, JobsEQ, and the Association of Monterey Bay Area Governments (AMBAG) all show a slowdown in overall job growth over the next decade. JobsEQ's growth projection through 2032 indicates that Monterey County will add about 17,500 jobs over the next decade with an average annual growth rate of 0.9 percent (**Table 2**). During this same period, Salinas is projected to add 4,900 jobs with a growth rate of 0.7 percent.

However, the JobsEQ projection shows agricultural industries in Salinas expect to grow at a markedly higher 2.0 percent CAGR through 2032, which would represent a considerably higher growth rate than over the past decade. Due to the nature of agricultural production, a lot of this job growth would not necessarily create a concurrent expansion of demand for industrial space. However, because of how the sector is organized through vertically integrated companies that have multiple functions in Salinas that require the use of industrial buildings, the job growth in agricultural production could have a greater influence on the market in Salinas. It should be noted that these job projections do not account for individual business location decisions or the catalytic effect that individual development projects or full implementation of the Central Area Specific Plan (CASP), West Area Specific Plan (WASP), and Salinas Ag Industrial Center Precise Plan would potentially have.

Most of the other industry sectors in Salinas are projected to experience comparatively low growth or slight job losses through 2032. The historical growth for manufacturing and wholesale trade in Salinas was substantially higher than in Monterey County. The JobsEQ projection shows job losses for those sectors countywide and estimates that Salinas will follow suit. These growth factors are more generalized and do not account for more local factors. Because of how the manufacturing and wholesale trade differed from the county trend, the analysis uses the historical growth trend as the basis for estimating the growth potential for manufacturing and wholesale trade.²

Projections of market growth over the next decade indicate that agricultural production will continue to have an outsized influence over the employment base and economic activity. However, future employment in agriculture could be tempered by adoption of technology and automation, which has had an impact in many industries in recent years.

² The JobsEQ projection estimates job losses through 2031. The information from the focus groups and interviews indicates that the potential square footage demand will not likely contract over the short-term. Given the high job growth rate for manufacturing uses in particular (4.2 percent between 2011 and 2021), the analysis assumes that job growth in this sector will grow at an annual rate of 2.0 percent.

Table 2
Comparison of 10-Year Employment Projections
Salinas and Monterey County

Industry	NAICS Code	City of Salinas				Monterey County			
		2022Q1 Jobs	2032Q1 Projected Jobs	2021 to 2031 Projected Job Growth	2021 to 2031 Projected CAGR	2022Q1 Jobs	2032Q1 Projected Jobs	2021 to 2031 Projected Job Growth	2021 to 2031 Projected CAGR
Total - All Industries	Total	65,689	70,589	4,900	0.7%	190,229	207,742	17,513	0.9%
Agriculture, Forestry, Fishing and Hunting	11	18,070	22,067	3,997	2.0%	54,378	66,102	11,724	2.0%
Mining, Quarrying, and Oil and Gas Extraction	21	0	0	0 -		239	235	-4	-0.2%
Utilities	22	52	50	-2	-0.4%	718	586	-132	-2.0%
Construction	23	1,481	1,454	-27	-0.2%	6,654	6,532	-122	-0.2%
Manufacturing	31	2,052	2,501	449	2.0%	4,992	5,405	413	0.8%
Wholesale Trade	42	2,408	2,726	318	1.2%	5,235	5,432	197	0.4%
Retail Trade	44	7,287	6,490	-797	-1.2%	16,231	14,513	-1,718	-1.1%
Transportation and Warehousing	48	1,387	1,426	39	0.3%	3,845	4,035	190	0.5%
Information	51	556	666	110	1.8%	992	1,200	208	1.9%
Finance and Insurance	52	883	835	-48	-0.6%	2,137	2,036	-101	-0.5%
Real Estate and Rental and Leasing	53	398	395	-3	-0.1%	1,968	1,957	-11	-0.1%
Professional, Scientific, and Technical Services	54	1,221	1,241	20	0.2%	5,195	5,405	210	0.4%
Management of Companies and Enterprises	55	617	591	-26	-0.4%	1,596	1,528	-68	-0.4%
Administrative and Support and Waste Management and Remediation Services	56	3,590	3,788	198	0.5%	8,750	9,213	463	0.5%
Educational Services	61	5,446	5,498	52	0.1%	14,687	14,985	298	0.2%
Health Care and Social Assistance	62	9,179	9,916	737	0.8%	21,475	24,164	2,689	1.2%
Arts, Entertainment, and Recreation	71	422	583	161	3.3%	2,427	3,301	874	3.1%
Accommodation and Food Services	72	4,101	4,792	691	1.6%	19,672	23,157	3,485	1.6%
Accommodation	721	284	334	50	1.6%	6,263	7,365	1,102	1.6%
Food Service	722	3,817	4,458	641	1.6%	13,409	15,792	2,383	1.6%
Other Services (except Public Administration)	81	1,417	1,553	136	0.9%	4,848	5,335	487	1.0%
Public Administration	92	5,119	4,915	-204	-0.4%	14,177	13,507	-670	-0.5%
Unclassified	99	4	4	0	0.0%	13	14	1	0.7%

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Note: Figures may not sum because of rounding.

Manufacturing and wholesale trade employment growth is adjusted to historical trends.

As shown in **Table 3**, the job projection from AMBAG shows Salinas adding about 2,200 jobs with an annual growth rate of 0.3 percent, with a similarly low growth rate for the county as a whole. The AMBAG projections are generally more conservative than those from other agencies. The Caltrans long-term forecast for Monterey County projects a higher growth rate of 1.0 percent, which is consistent with the JobsEQ projection for the county.

Summary of Economic Status: Industry Growth and Concentration

This section identifies the economic “roles” or circumstances for industries in Salinas and unincorporated Monterey County. These roles are defined based on recent employment growth and the employment concentration (location quotient).³ These roles are described below. The economic roles of industries in Salinas are shown in **Figure 1**, while the economic roles for industries in unincorporated Monterey County are shown in **Figure 2**. A comparison of Salinas and Monterey County is shown in **Figure 3**.

Growing Economic Base Industries

Growing economic base industries (positive job growth and high concentration) represent the primary drivers of the county economy. These industries already prominently contribute to the overall economic base because of their above-average concentration. Yet, they also continue to show job growth. Between Salinas and Monterey County, the distribution of economic activity is very comparable (except for the higher concentration of activity with tourism in Monterey County), and agricultural activity supports most of the growing economic base industries. It includes agricultural services as well as suppliers and distribution.

- Growing economic base industries (positive job growth and high concentration) for Salinas include agricultural support services, food manufacturing, wood products, paper, wholesale trade, truck transportation, and hospitals.
- Growing economic base industries in Monterey County include agricultural support, oil extraction and mining, beverage manufacturing, wholesale trade, truck transportation, and nonprofit organizations.

³ The employment concentration is based on the location quotient. The location quotient is calculated by comparing an industry’s percentage of total employment for the region and the percentage of employment for that same industry in the state. A computed location of at least 1.0 represents an above-average concentration, while a value below 1.0 indicates a below-average concentration of employment.

Table 3
Comparison of Growth Projections
Salinas and Monterey County

Salinas Projection	2021 Jobs	2031 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR
JobsEQ	65,689	70,589	4,900	0.7%
AMBAG	78,874	81,079	2,205	0.3%
Monterey County Projection	2021 Jobs	2031 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR
JobsEQ	190,229	207,742	17,513	0.9%
Caltrans	192,700	212,400	19,700	1.0%
AMBAG	243,015	249,613	6,598	0.3%

Source: JobsEQ, Caltrans, and Association of Monterey Bay Area Governments
Manufacturing and wholesale trade employment growth is adjusted to historical trends.

Figure 1
Economic Roles of Industries
Salinas, 2011 to 2021

<p>Declining Economic Base Industries (Negative Job Change, High Concentration)</p> <p>111 Crop Production 515 Broadcasting (except Internet)</p>	<p>Growing Economic Base Industries (Positive Job Growth, High Concentration)</p> <p>114 Fishing, Hunting and Trapping 115 Support Activities for Agriculture and Forestry 311 Food Manufacturing 321 Wood Product Manufacturing 322 Paper Manufacturing 424 Merchant Wholesalers, Nondurable Goods 484 Truck Transportation 622 Hospitals</p>
<p>Declining Non-Base Industries</p> <p>113 Forestry and Logging 211 Oil and Gas Extraction 212 Mining (except Oil and Gas) 213 Support Activities for Mining</p> <p>221 Utilities 313 Textile Mills 315 Apparel Manufacturing 316 Leather and Allied Product Manufacturing 324 Petroleum and Coal Products Manufacturing 331 Primary Metal Manufacturing Computer and Electronic Product 334 Manufacturing Electrical Equipment, Appliance, and 335 Component Manufacturing Wholesale Electronic Markets and Agents 425 and Brokers 481 Air Transportation 482 Rail Transportation 483 Water Transportation</p> <p>485 Transit and Ground Passenger Transportation</p> <p>486 Pipeline Transportation 487 Scenic and Sightseeing Transportation 488 Support Activities for Transportation 491 Postal Service 493 Warehousing and Storage 511 Publishing Industries (except Internet) Motion Picture and Sound Recording 512 Industries 517 Telecommunications 521 Monetary Authorities-Central Bank 522 Credit Intermediation and Related Activities Securities, Commodity Contracts, and Other 523 Financial Investments and Related Activities</p> <p>525 Funds, Trusts, and Other Financial Vehicles</p> <p>532 Rental and Leasing Services Lessors of Nonfinancial Intangible Assets 533 (except Copyrighted Works) Professional, Scientific, and Technical 541 Services Museums, Historical Sites, and Similar 712 Institutions 721 Accommodation 812 Personal and Laundry Services Religious, Grantmaking, Civic, Professional, 813 and Similar Organizations</p>	<p>Emerging Industries (Positive Growth, Low Concentration)</p> <p>112 Animal Production and Aquaculture 236 Construction of Buildings 237 Heavy and Civil Engineering Construction 238 Specialty Trade Contractors</p> <p>312 Beverage and Tobacco Product Manufacturing 314 Textile Product Mills 323 Printing and Related Support Activities 325 Chemical Manufacturing 326 Plastics and Rubber Products Manufacturing 327 Nonmetallic Mineral Product Manufacturing</p> <p>332 Fabricated Metal Product Manufacturing</p> <p>333 Machinery Manufacturing</p> <p>336 Transportation Equipment Manufacturing 337 Furniture and Related Product Manufacturing 339 Miscellaneous Manufacturing 423 Merchant Wholesalers, Durable Goods</p> <p>492 Couriers and Messengers Data Processing, Hosting, and Related 518 Services 519 Other Information Services 524 Insurance Carriers and Related Activities 531 Real Estate 551 Management of Companies and Enterprises 561 Administrative and Support Services</p> <p>562 Waste Management and Remediation Services 611 Educational Services 621 Ambulatory Health Care Services 623 Nursing and Residential Care Facilities</p> <p>624 Social Assistance Performing Arts, Spectator Sports, and Related 711 Industries Amusement, Gambling, and Recreation 713 Industries</p> <p>722 Food Services and Drinking Places</p> <p>811 Repair and Maintenance</p>

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Figure 2
Economic Roles of Industries
Monterey County, 2011 to 2021

<p>Declining Economic Base Industries (Negative Job Change, High Concentration)</p> <p>111 Crop Production 114 Fishing, Hunting and Trapping 311 Food Manufacturing</p> <p>322 Paper Manufacturing Museums, Historical Sites, and Similar 712 Institutions 721 Accommodation</p>	<p>Growing Economic Base Industries (Positive Job Growth, High Concentration)</p> <p>115 Support Activities for Agriculture and Forestry 211 Oil and Gas Extraction 212 Mining (except Oil and Gas)</p> <p>312 Beverage and Tobacco Product Manufacturing</p> <p>424 Merchant Wholesalers, Nondurable Goods 484 Truck Transportation 487 Scenic and Sightseeing Transportation Religious, Grantmaking, Civic, Professional, 813 and Similar Organizations</p>
<p>Declining Non-Base Industries</p> <p>113 Forestry and Logging 221 Utilities 313 Textile Mills 315 Apparel Manufacturing 316 Leather and Allied Product Manufacturing 323 Printing and Related Support Activities 324 Petroleum and Coal Products Manufacturing 325 Chemical Manufacturing 331 Primary Metal Manufacturing 333 Machinery Manufacturing Computer and Electronic Product 334 Manufacturing 423 Merchant Wholesalers, Durable Goods Wholesale Electronic Markets and Agents and 425 Brokers 481 Air Transportation 482 Rail Transportation</p> <p>483 Water Transportation</p> <p>485 Transit and Ground Passenger Transportation 486 Pipeline Transportation 488 Support Activities for Transportation 491 Postal Service 493 Warehousing and Storage 511 Publishing Industries (except Internet) Motion Picture and Sound Recording 512 Industries 515 Broadcasting (except Internet) 517 Telecommunications 521 Monetary Authorities-Central Bank</p> <p>522 Credit Intermediation and Related Activities Securities, Commodity Contracts, and Other 523 Financial Investments and Related Activities 525 Funds, Trusts, and Other Financial Vehicles 532 Rental and Leasing Services Lessors of Nonfinancial Intangible Assets 533 (except Copyrighted Works) Professional, Scientific, and Technical 541 Services Waste Management and Remediation 562 Services Performing Arts, Spectator Sports, and 711 Related Industries 812 Personal and Laundry Services</p>	<p>Emerging Industries (Positive Growth, Low Concentration)</p> <p>112 Animal Production and Aquaculture 213 Support Activities for Mining 236 Construction of Buildings 237 Heavy and Civil Engineering Construction 238 Specialty Trade Contractors 314 Textile Product Mills 321 Wood Product Manufacturing 326 Plastics and Rubber Products Manufacturing 327 Nonmetallic Mineral Product Manufacturing 332 Fabricated Metal Product Manufacturing Electrical Equipment, Appliance, and 335 Component Manufacturing 336 Transportation Equipment Manufacturing</p> <p>337 Furniture and Related Product Manufacturing 339 Miscellaneous Manufacturing 492 Couriers and Messengers Data Processing, Hosting, and Related 518 Services</p> <p>519 Other Information Services 524 Insurance Carriers and Related Activities 531 Real Estate 551 Management of Companies and Enterprises 561 Administrative and Support Services 611 Educational Services</p> <p>621 Ambulatory Health Care Services 622 Hospitals 623 Nursing and Residential Care Facilities 624 Social Assistance Amusement, Gambling, and Recreation 713 Industries</p> <p>722 Food Services and Drinking Places 811 Repair and Maintenance</p>

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Figure 3
Comparison of Growing Economic Base Industries and Emerging Industries
Salinas and Monterey County

Growing Economic Base Industries (Positive Job Growth, High Concentration)		
Salinas	Avg. Annual Wage	Monterey County
115 Support Activities for Agriculture and Forestry	\$43,627	115 Support Activities for Agriculture and Forestry
311 Food Manufacturing	\$49,302	211 Oil and Gas Extraction
		212 Mining (except Oil and Gas)
321 Wood Product Manufacturing	\$50,806	312 Beverage and Tobacco Product Manufacturing
322 Paper Manufacturing	\$75,683	424 Merchant Wholesalers, Nondurable Goods
424 Merchant Wholesalers, Nondurable Goods	\$82,385	484 Truck Transportation
484 Truck Transportation	\$58,289	487 Scenic and Sightseeing Transportation
		Religious, Grantmaking, Civic, Professional,
622 Hospitals	\$95,107	813 and Similar Organizations
Emerging Industries (Positive Growth, Low Concentration)		
Salinas	Avg. Annual Wage	Monterey County
112 Animal Production and Aquaculture	\$41,059	112 Animal Production and Aquaculture
236 Construction of Buildings	\$67,000	213 Support Activities for Mining
237 Heavy and Civil Engineering Construction	\$81,293	236 Construction of Buildings
238 Specialty Trade Contractors	\$61,133	237 Heavy and Civil Engineering Construction
312 Beverage and Tobacco Product Manufacturing	\$61,501	238 Specialty Trade Contractors
314 Textile Product Mills	\$40,710	314 Textile Product Mills
323 Printing and Related Support Activities	\$43,929	321 Wood Product Manufacturing
325 Chemical Manufacturing	\$68,343	326 Plastics and Rubber Products Manufacturing
326 Plastics and Rubber Products Manufacturing	\$72,920	327 Nonmetallic Mineral Product Manufacturing
327 Nonmetallic Mineral Product Manufacturing	\$96,013	332 Fabricated Metal Product Manufacturing
		Electrical Equipment, Appliance, and
332 Fabricated Metal Product Manufacturing	\$54,050	335 Component Manufacturing
333 Machinery Manufacturing	\$62,534	336 Transportation Equipment Manufacturing
336 Transportation Equipment Manufacturing	\$53,261	337 Furniture and Related Product Manufacturing
337 Furniture and Related Product Manufacturing	\$59,575	339 Miscellaneous Manufacturing
339 Miscellaneous Manufacturing	\$44,874	492 Couriers and Messengers
		Data Processing, Hosting, and Related
423 Merchant Wholesalers, Durable Goods	\$71,843	518 Services
492 Couriers and Messengers	\$51,957	519 Other Information Services
Data Processing, Hosting, and Related		
518 Services	\$105,478	524 Insurance Carriers and Related Activities
519 Other Information Services	\$49,458	531 Real Estate
524 Insurance Carriers and Related Activities	\$81,331	551 Management of Companies and Enterprises
531 Real Estate	\$60,624	561 Administrative and Support Services
551 Management of Companies and Enterprises	\$82,398	611 Educational Services
561 Administrative and Support Services	\$36,340	621 Ambulatory Health Care Services
Waste Management and Remediation		
562 Services	\$68,430	622 Hospitals
611 Educational Services	\$65,684	623 Nursing and Residential Care Facilities
621 Ambulatory Health Care Services	\$86,317	624 Social Assistance
		Amusement, Gambling, and Recreation
623 Nursing and Residential Care Facilities	\$47,087	713 Industries
624 Social Assistance	\$25,671	722 Food Services and Drinking Places
Performing Arts, Spectator Sports, and		
711 Related Industries	\$50,940	811 Repair and Maintenance
Amusement, Gambling, and Recreation		
713 Industries	\$39,095	
722 Food Services and Drinking Places	\$29,377	
811 Repair and Maintenance	\$51,108	

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Emerging Industries

Emerging industries (positive job growth and low concentration)

represent potential future economic drivers for the county economy. While these industries have not yet attained an above-average concentration of jobs, they have shown recent growth:

- Emerging industries (positive job growth and low concentration) for Salinas include animal production, construction, multiple manufacturing sectors, transportation support, data processing, information services, multiple professional services sectors, education, health care, recreation/performing arts, and food service.
- Emerging industries for Monterey County are similar but include higher levels of uses more appropriate outside of cities such as animal production and mining support services. Uses such as recreation and performing arts are not concentrated as heavily.

Declining Base Industries

Declining base industries (negative job change and high concentration)

represent economic drivers that continue to show high employment concentration but have also had recent vulnerability with declines in employment. Declining base industries might be considered candidates for business retention activity:

- Declining base industries for Salinas include crop production and broadcasting.
- Declining base industries for the county include crop production, fishing, food manufacturing, paper manufacturing, and accommodations.

Altogether, the trend indicates some recent vulnerabilities with crop production and job reductions that occurred as a result of labor shortages during the pandemic. However, the City in particular has a diverse range of emerging industries that represent agricultural supplier sectors, as well as sectors outside of agriculture. Salinas also continues to see strong performance from core agricultural support sectors, although growing base industries are not as well represented in the non-agricultural sectors. **Chapter 4** includes a more detailed discussion of the agricultural production trends and context from focus groups with representatives from the agricultural industry.

Topical Conclusions: Local Economic Setting

Policy Implications

- Salinas' economic base continues to be driven by agricultural production by a significant margin, even though it grew at a slower rate than the rest of the county over the past decade.
- Supplier sectors to agriculture have grown at a faster rate and outpaced the rest of the county.
- Growth projections show slowing employment growth through 2031, which potentially impacts net growth in demand for industrial space.

Needs for Ongoing Tracking

- Available data indicate some degree of agricultural employment growth in Salinas, however, other than boutique greenhouse and other niche operations, it is believed that the majority of these jobs are operations and administrative aspects of the agricultural producers headquartered in Salinas.

Suggested Action Items

- Conduct outreach to local agricultural producers to identify the extent to which their Salinas operations extend into office, manufacturing, distribution, and/or other industrial activities.

3. Local Labor Force

Labor Force Trends

Salinas' potential job creation strength lies in its changing demographics and educational and economic characteristics. Salinas' relative youth with a median age of 31.0 years, slightly increasing educational attainment levels, and substantial college or graduate school enrollment are all positive traits that could lead to a higher trained and more qualified workforce able to fill potentially higher paid jobs. Combined with greater and targeted local educational opportunities through Hartnell Community College and California State University Monterey Bay, as well as research and development facilities at the Naval Postgraduate School in Monterey and the University of California at Santa Cruz, Salinas is geographically well positioned to build upon these strengths.

However, Salinas still has substantial progress to make in terms of fully realizing these potential opportunities. According to most recent American Community Survey (ACS), United States Census results from 2021, Salinas' labor force has a comparatively low percentage of residents working at home, and the overall educational attainment remains relatively low. Progress toward strengthening these metrics will need to continue, as Salinas is geographically well-situated to benefit from economic diversification opportunities.

Current Labor Force Composition

According to the ACS (2021 one-year sample), Salinas had a labor force of nearly 67,000 workers.⁴ This represents over one-third of the total labor force in Monterey County, which has about 181,800 workers.

As shown in **Table 4**, Salinas has a labor force participation rate of about 64.2 percent, which is nearly identical to the labor force participation rate for California (64.4 percent) and higher than the labor force participation for Monterey County (59.5 percent). In addition, the unemployment rate for Salinas in 2021 was 5.5 percent, which is notably lower than California (8.3 percent) and Monterey County (6.8 percent).

⁴ This count includes all workers aged 16 and over.

Table 4
Employment Status and Labor Force Participation, Population Aged 16 and Over
Salinas and Monterey County

Employment Status and Labor Force Participation	California	Monterey County	Salinas
Population 16 years and over	31,507,237	281,950	153,112
Employment Status			
In labor force	63.4%	59.5%	63.2%
Civilian labor force	62.9%	58.1%	63.0%
-Employed	57.6%	54.1%	59.6%
-Unemployed	5.2%	3.9%	3.4%
Armed Forces	0.5%	1.5%	0.2%
Not in labor force	36.6%	40.5%	36.8%
Civilian labor force	19,805,371	195,651	96,457
Unemployment Rate	8.3%	6.8%	5.5%

Source: US Census American Community Survey (2021 one-year sample)

Socioeconomics and Commute Characteristics

Educational Attainment

The comparatively low educational attainment for Salinas potentially constrains the City's short-term ability to develop diversified industries that supply the agricultural industry, including agricultural technology which will be discussed further in **Chapter 4**. Educational attainment for the population in Salinas (aged 25 and over) broadly lags behind both California and Monterey County (**Table 5**). Only 57.7 percent of the Salinas population has completed at least a high school education. This is significantly lower than the high school educational attainment for both California (84.4 percent) and Monterey County (74 percent).

In addition, only about 12.5 percent of Salinas' population has at least a bachelor's degree or higher. This is less than half the percentage for Monterey County (27.2 percent) and California (36.2 percent).

While labor directly involved in crop production generally does not require higher education, the supplier industries and future growth opportunities potentially need a larger base of educated workers. The regional base of higher education and job training opportunities provides Salinas with capacity to raise the educational attainment.

Commute and Remote Work Indicators

The commute characteristics for Salinas show a comparatively high percentage of 72.3 percent of workers driving to work alone (**Table 6**). This is higher than the drive-alone commute rates for both California (63.7 percent) and Monterey County (70.3 percent). Salinas also has a very high percentage of workers who commute by "other means," which excludes carpools, public transportation, and walking. Presumably, this would include private group transportation, which is common with farm workers. The average commute times for Salinas' labor force is in line with the county and state averages.

Only 4.1 percent of Salinas workers work from home. This is notably lower than for California (21.4 percent) and Monterey County (11.3 percent). The data likely reflects that those employed residents of Salinas do not work in the technology sectors of Silicon Valley in any great numbers as their shorter commute times and lack of work from home indicates.

However, an opportunity to expand into this sector still exists with the favorable demographics developing over time, in part to the City's continued efforts to build housing in its specific plans as well as in its downtown. Not only will there be better educated and trained residents that can expand into different technology sectors and jobs, but greater potential for expanding opportunities in diversified economic development. It should be noted that the data reflects the 2021 one-year sample and might not reflect more recent trends that have occurred since more companies began implementing hybrid scheduling and/or more requirements for in-person work.

Table 5
Educational Attainment, Population Aged 25 and Over
Salinas and Monterey County

Educational Attainment	California	Monterey County	Salinas
Population 25 years and over	26,909,869	281,950	96,003
Educational Attainment			
Less Than 9th Grade	8.8%	17.0%	29.4%
High School, No Diploma	6.7%	9.0%	12.9%
High School Graduate (or Equivalent)	20.7%	20.8%	24.2%
Some College, No Degree	19.7%	18.2%	14.6%
Associate's Degree	7.9%	7.8%	6.4%
Bachelor's Degree	22.1%	15.3%	9.3%
Graduate or Professional Degree	14.0%	11.9%	3.2%
High School Graduate or Higher	84.4%	74.0%	57.7%
Bachelor's Degree or Higher	36.2%	27.2%	12.5%

Source: US Census American Community Survey (2021 one-year sample)

Table 6
Commute Characteristics, Population Aged 16 and Over
Salinas and Monterey County

Commute Pattern	California	Monterey County	Salinas
Workers 16 years and over	17,811,184	181,826	66,919
Mode of Transport to Work			
Car, truck, or van -- drove alone	63.7%	70.3%	72.3%
Car, truck, or van -- carpooled	8.4%	6.8%	6.7%
Public transportation (excluding taxicab)	2.1%	0.5%	0.3%
Walked	2.1%	2.8%	0.8%
Other means	2.3%	8.3%	15.7%
Worked from home	21.4%	11.3%	4.1%
Mean travel time to work (minutes)	27.6	25.4	24.9

Source: US Census American Community Survey (2021 one-year sample)

Skills and Career Ladders

Career ladders for agricultural work come through the opportunities to advance into higher level occupations within the same profession and advancing into other occupations through acquiring new skills and certifications.

Using data from JobsEQ on agriculture and food careers, the potential career training ladders start with crop farmworkers, agricultural equipment operators, fishing and hunting workers, and cutters and trimmers (**Figure 4**). The next step up includes occupations such as agricultural inspectors, labor contractors, machine operators, animal breeders and caretakers, animal farm workers, and slaughters and meat packers.

The higher skilled careers for agriculture and food go into food science technicians, supervisors and forest/conservation workers. A further step up the career ladder includes managers, food scientists, agricultural technicians, foresters, and fish and game wardens. Farm and home management educators are the highest skill level in the career training ladder based on the Jobs EQ methodology, but it should be noted that opportunities have also presented themselves in the form of promotions into management and ownership within the various producers in Salinas.

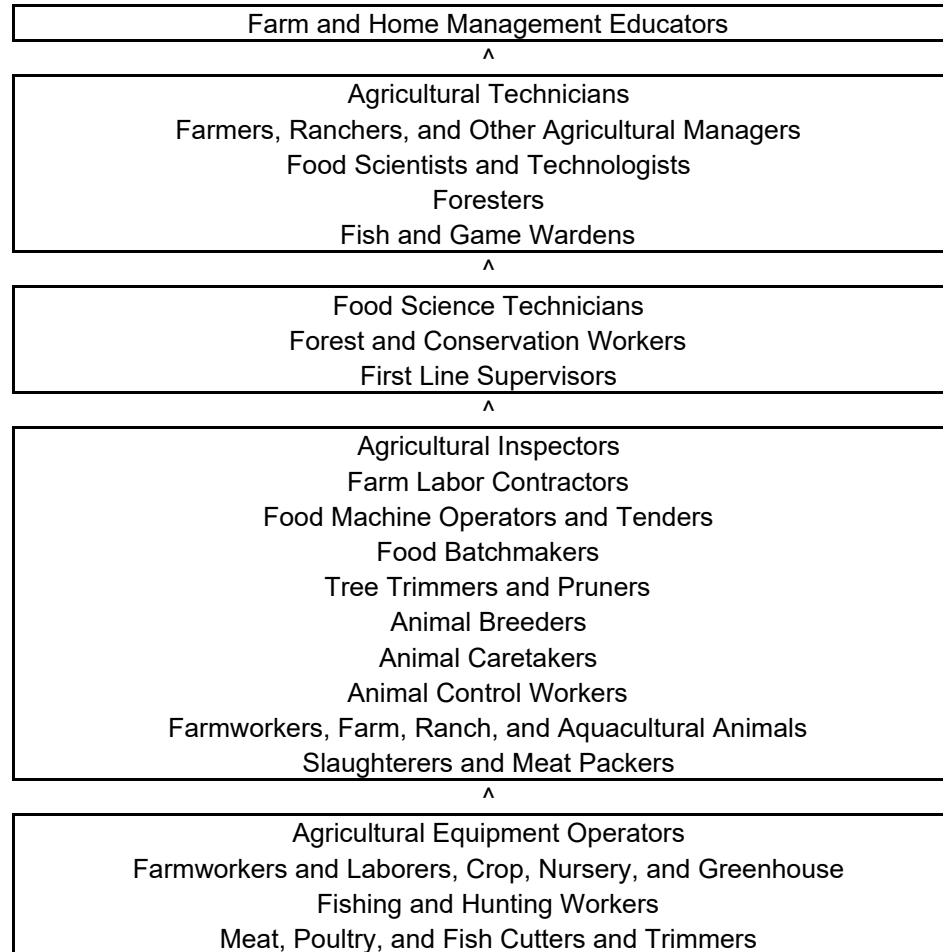
Wages and Occupational Distributions

Agricultural production workers are largely concentrated into the farming occupations, with 75 percent of the total workers that averaged about \$34,300 in average annual wages through 2022 (**Table 7**).⁵ Management workers made up about 8.1 percent of the total workers, and their average annual wage was about \$109,100. The other large occupational grouping in agricultural production was transportation and material moving occupations. These occupations made up about 6.2 percent of the total agricultural production jobs, with an average annual salary of \$39,800. As discussed below, these income levels imply difficulty in obtaining new housing; that said, the availability of additional housing throughout the City will work to provide more entry-level opportunities for these households by freeing-up existing, older housing stock in the City as some households seek move-up opportunities within town.

Clearly the evolution of the local agricultural production sector offers an opportunity to improve earnings as skill levels are enhanced. However, it is also clear that households working in this industry sorely need additional regional housing solutions to afford good quality shelter without overcrowding.

⁵ The occupational data comes from a four-quarter moving average through the 3rd quarter of 2022.

Figure 4
Career Training Ladder for Agriculture and Food Careers
Monterey County



Source: Chmura Career Ladders, JobEQ

Table 7
Staffing Pattern by Occupation for Agricultural Production Jobs
Monterey County

Occupational Category (Major Group)	NAICS Code	Staffing Pattern 2022Q3 [1]	Percentage of Jobs	Average Annual Wages
Management Occupations	11-0000	4,757.2	8.1%	\$109,100
Business and Financial Operations Occupations	13-0000	579.4	1.0%	\$79,600
Computer and Mathematical Occupations	15-0000	181.1	0.3%	\$105,800
Architecture and Engineering Occupations	17-0000	80.4	0.1%	\$89,700
Life, Physical, and Social Science Occupations	19-0000	183.0	0.3%	\$85,000
Arts, Design, Entertainment, Sports, and Media Occupations	27-0000	23.4	0.0%	\$77,100
Healthcare Practitioners and Technical Occupations	31-0000	2.9	0.0%	\$34,600
Protective Service Occupations	33-0000	33.6	0.1%	\$37,800
Food Preparation and Serving Related Occupations	35-0000	155.4	0.3%	\$35,400
Building and Grounds Cleaning and Maintenance Occupations	37-0000	598.8	1.0%	\$39,800
Sales and Related Occupations	41-0000	389.2	0.7%	\$78,000
Office and Administrative Support Occupations	43-0000	1,764.5	3.0%	\$47,500
Farming, Fishing, and Forestry Occupations	45-0000	44,021.3	75.0%	\$34,300
First-Line Supervisors	45-1010	1,669.6	2.8%	\$52,700
Agricultural Inspectors	45-2010	35.3	0.1%	\$54,800
Animal Breeders	45-2020	5.1	0.0%	\$63,000
Graders and Sorters, Agricultural Products	45-2040	1,170.0	2.0%	\$31,600
Miscellaneous Agricultural Workers	45-2090	41,090.3	70.0%	\$33,600
Fishing and Hunting Workers	45-3030	18.4	0.0%	n/a
Forest and Conservation Workers	45-4010	7.2	0.0%	\$33,100
Logging Workers	45-4020	25.3	0.0%	\$58,300
Construction and Extraction Occupations	47-0000	114.8	0.2%	\$67,900
Installation, Maintenance, and Repair Occupations	49-0000	944.9	1.6%	\$51,200
Production Occupations	51-0000	1,138.8	1.9%	\$39,600
Transportation and Material Moving Occupations	53-0000	3,637.0	6.2%	\$39,800
Total		58,686.5		n/a

Source: JobsEQ (sourced from Quarterly Census of Employment and Wages)

[1] The staffing pattern reflects the distribution of jobs by occupation in Monterey County.

These jobs correspond to the agriculture, forestry, fishing sector (NAICS code 11).

The job count represents quarterly data from the 3rd quarter of 2022.

The data only includes covered employment.

Housing Expense and Overcrowding

Over the 5-year period that included 2017 through 2021, the median monthly housing costs for Salinas households were \$1,668, as shown in **Table 8**. This was just over \$100 less than the median monthly housing costs for Monterey County and California. The trend was similar with both owner-occupied and renter-occupied housing.

These monthly housing costs represented about 26.4 percent of the median income for Salinas residents, which is very similar to the housing cost as a percentage of median income for Monterey County (26.0 percent) and California (25.6 percent). For owner-occupied housing units, the monthly housing was 21.8 percent of median household income in Salinas, while for renter-occupied housing, the monthly housing costs represented 34.4 percent of median household income. These figures are similar to problematic housing cost burdens occurring throughout the County and the State. When confronted with these conditions, households often “double up”, contributing to very high persons per household numbers, and/or result in long commutes from outside areas to fill local jobs, as discussed further below.

Labor Supply Gaps

Comparing the labor supply with the jobs provides an indicator of which industries have experienced labor shortages, due to factors such as housing cost described above, and sectors having a labor surplus.

Table 9 compares the labor force by industry with the total jobs by industry in Salinas and Monterey County. Looking at the comparison for 2021, Salinas had an overall labor surplus of about 3,400 workers, while Monterey County had an overall shortage of about 6,000 workers. Weighed against an overall labor force of 68,600 and 182,400 workers, respectively, Salinas and Monterey County are roughly balanced overall.

However, when looking at the individual industry sectors, some very important findings emerge. For Salinas, the largest labor surpluses in 2021 occurred in the construction, manufacturing, transportation and warehousing, and professional services industries. Each of these sectors had a labor surplus of over 1,000 workers. For construction, the labor surplus was more than triple the number of construction jobs in Salinas. This would indicate that Salinas serves as a bedroom community for construction workers who work jobs for employers located outside of the City and the county.

Table 8
Housing Costs and Household Income (Five-Year Sample 2017-2021)

	Median Monthly Housing Cost	Median Housing Cost - Owner- Occupied	Median Housing Cost Renter- Occupied	Median Household Income	Median Household Income Owner- Occupied	Median Household Income Renter- Occupied	Housing Cost as Percentage of Median Income	Housing Cost as Percentage of Median Income (Owner- Occupied)	Housing Cost as Percentage of Median Income (Renter- Occupied)
California	\$1,791	\$1,943	\$1,698	\$84,097	\$109,195	\$59,530	25.6%	21.4%	34.2%
Monterey County	\$1,775	\$1,885	\$1,718	\$82,013	\$105,255	\$61,155	26.0%	21.5%	33.7%
Santa Cruz County	\$2,080	\$2,296	\$1,925	\$96,093	\$124,331	\$67,144	26.0%	22.2%	34.4%
Santa Clara County	\$2,671	\$2,908	\$2,530	\$140,258	\$173,280	\$106,120	22.9%	20.1%	28.6%
San Benito County	\$2,070	\$2,392	\$1,703	\$95,606	\$115,717	\$65,451	26.0%	24.8%	31.2%
Salinas	\$1,668	\$1,764	\$1,636	\$75,747	\$96,993	\$57,109	26.4%	21.8%	34.4%
Gonzales	\$1,516	\$1,733	\$1,300	\$73,906	\$101,250	\$46,967	24.6%	20.5%	33.2%
Soledad	\$1,403	\$1,442	\$1,349	\$67,366	\$90,114	\$33,786	25.0%	19.2%	47.9%
Greenfield	\$1,569	\$1,664	\$1,559	\$69,474	\$88,417	\$54,439	27.1%	22.6%	34.4%
King City	\$1,403	\$1,295	\$1,502	\$59,712	\$78,246	\$45,119	28.2%	19.9%	39.9%
Hollister	\$2,009	\$2,374	\$1,681	\$87,761	\$106,783	\$60,261	27.5%	26.7%	33.5%
Gilroy	\$2,502	\$2,805	\$2,151	\$116,206	\$137,649	\$71,071	25.8%	24.5%	36.3%

Source: US Census American Community Survey (2017 to 2021 five-year sample)

Table 9
Comparison of Employment and Labor Force by Industry
Salinas and Monterey County

Industry Description	NAICS Code	Salinas			Monterey County		
		2021 Jobs [1]	2021 Labor Force [2]	Excess Labor (Shortage)	2021 Jobs [1]	2021 Labor Force [2]	Excess Labor (Shortage)
Total - All Industries	Total	65,239	68,629	3,390	188,406	182,444	(5,962)
Agriculture, Forestry, Fishing and Hunting	11	18,048	15,942	(2,106)	54,354	28,344	(26,010)
Mining, Quarrying, and Oil and Gas Extraction	21	0	0	(0)	243	50	(193)
Utilities	22	53	537	484	729	1,694	965
Construction	23	1,476	6,731	5,255	6,626	14,519	7,893
Manufacturing	31	2,006	3,994	1,988	4,876	9,198	4,322
Wholesale Trade	42	2,416	3,231	815	5,243	5,815	572
Retail Trade	44	7,294	7,330	36	16,240	17,262	1,022
Transportation and Warehousing	48	1,382	2,814	1,432	3,846	6,149	2,303
Information	51	535	1,260	725	955	3,427	2,472
Finance and Insurance	52	899	503	(396)	2,177	2,952	775
Real Estate and Rental and Leasing	53	396	580	184	1,957	3,838	1,881
Professional, Scientific, and Technical Services	54	1,226	2,756	1,530	5,213	10,366	5,153
Management of Companies and Enterprises	55	627	0	(627)	1,624	0	(1,624)
Administrative and Support and Waste Management and Remediation Services	56	3,638	3,821	183	8,847	9,061	214
Educational Services	61	5,284	3,315	(1,969)	14,306	14,364	58
Health Care and Social Assistance	62	9,183	5,728	(3,455)	21,438	19,489	(1,949)
Arts, Entertainment, and Recreation	71	400	492	92	2,290	3,483	1,193
Accommodation and Food Services	72	3,875	3,969	94	18,508	12,892	(5,616)
Other Services (except Public Administration)	81	1,381	2,564	1,183	4,729	7,575	2,846
Public Administration	92	5,118	3,062	(2,056)	14,196	11,966	(2,230)

Source: JobsEQ (sourced from Quarterly Census of Employment and Wages) and US Census American Community Survey (2021 one-year sample)

Note: Figures may not sum because of rounding.

[1] The industry data is annualized, so the totals will differ from the occupational data that is only reported on a quarterly basis.

Jobs reflect the location of work.

[2] Labor force reflects the location of residence for employed workers.

The largest labor shortages in Salinas occurred in agriculture, educational services, health care, and public administration. For these sectors, workers have to commute into Salinas from elsewhere within or outside of the county. For agriculture, the seasonal nature of the jobs partially explains the labor shortage, while the labor shortages for education and health care likely reflect the more concentrated presence of institutions and facilities in Salinas compared to other parts of Monterey County.

The largest labor surpluses in Monterey County occurred in construction, manufacturing, transportation and warehousing, information services, real estate, professional services, arts and entertainment, and other services. Most of these industries are not highly concentrated in Monterey County, but the workers can afford to live in the county while commuting to jobs outside of the county.

For Monterey County, the most striking labor shortage occurred in agriculture with a shortfall of 26,000 workers. This indicates the magnitude of the seasonality of agriculture, as well as the transient nature of the labor force that works those jobs. The other significant labor shortage in Monterey County occurred in hospitality (food service and accommodations), which had a shortfall of over 5,600 workers. Hospitality also has a seasonal component, particularly with tourism. With agriculture and hospitality, another common link is with the low wages for those industries. This potentially points to housing affordability issues.

Table 10 compares employment with the labor force supply by occupation. When looking at the occupational categories, the farming occupations had very large labor shortages.

Other occupational categories in the county with large labor shortages include food preparation, business/financial, and health care support. The largest labor shortages by occupation in Salinas included educational occupations, and health care practitioners.

The occupations with the largest labor surplus in Salinas included management, construction, installation/maintenance/repair, and production occupations. In Monterey County, the largest labor surpluses occurred in management, science, art/design/entertainment/media, protective service, building maintenance, construction, and production occupations.

Table 10
Comparison of Employment and Labor Force by Occupation
Salinas and Monterey County

Occupations by Major Group	SOC Code	Salinas			Monterey County		
		2021 Jobs (4- quarter average) [1]	2021 Labor Force [2]	Excess Labor Force (Shortage)	2021 Jobs (4- quarter average) [1]	2021 Labor Force [2]	Excess Labor Force (Shortage)
Management Occupations	11-0000	4,138	4,973	835	13,201	17,179	3,978
Business and Financial Operations Occupations	13-0000	2,569	1,605	(964)	8,595	7,079	(1,516)
Computer and Mathematical Occupations	15-0000	1,021	438	(583)	3,214	3,754	540
Architecture and Engineering Occupations	17-0000	447	859	412	1,661	2,467	806
Life, Physical, and Social Science Occupations	19-0000	482	267	(215)	1,668	2,733	1,065
Community and Social Service Occupations	21-0000	1,146	967	(179)	3,036	3,164	128
Legal Occupations	23-0000	430	390	(40)	1,226	1,459	233
Educational Instruction and Library Occupations	25-0000	3,747	1,472	(2,275)	9,804	9,207	(597)
Arts, Design, Entertainment, Sports, and Media Occupations	27-0000	712	808	96	2,292	3,338	1,046
Healthcare Practitioners and Technical Occupations	29-0000	3,936	2,259	(1,677)	8,351	8,962	611
Healthcare Support Occupations	31-0000	2,800	2,241	(559)	7,967	6,479	(1,488)
Protective Service Occupations	33-0000	1,837	1,928	91	4,314	5,664	1,350
Food Preparation and Serving Related Occupations	35-0000	3,785	3,621	(164)	13,666	8,552	(5,114)
Building and Grounds Cleaning and Maintenance Occupations	37-0000	1,633	3,240	1,607	6,669	8,554	1,885
Personal Care and Service Occupations	39-0000	1,009	394	(615)	3,270	2,504	(766)
Sales and Related Occupations	41-0000	5,658	6,887	1,229	13,796	18,615	4,819
Office and Administrative Support Occupations	43-0000	6,066	6,256	190	17,580	16,592	(988)
Farming, Fishing, and Forestry Occupations	45-0000	13,596	10,879	(2,717)	40,946	19,776	(21,170)
Construction and Extraction Occupations	47-0000	1,548	4,901	3,353	6,219	9,417	3,198
Installation, Maintenance, and Repair Occupations	49-0000	1,794	1,789	(5)	5,452	4,760	(692)
Production Occupations	51-0000	2,440	3,833	1,393	5,959	7,485	1,526
Transportation and Material Moving Occupations	53-0000	6,052	8,622	2,570	15,085	14,704	(381)
Total		66,847	68,629	1,782	193,970	182,444	(11,526)

Source: JobsEQ (sourced from Quarterly Census of Employment and Wages) and US Census American Community Survey (2021 one-year sample)

Note: Figures may not sum because of rounding.

[1] Occupational employment data is only reported on a quarterly basis, so the totals will differ from the annually adjusted industry data.

Jobs reflect the location of work.

[2] Labor force reflects the location of residence for employed workers.

Topical Conclusions: Labor Force Conditions

Policy Implications

- Labor force shortages reflect the seasonal nature of agricultural production but point to the need for adequate workforce housing.
- The comparatively low educational levels for the Salinas labor force present a potential impediment to addressing economic development opportunities.
- The young population in Salinas and the presence of higher education in Salinas and Monterey County provide opportunities for workforce training.
- Adoption of technology will lead to changes in the future labor force needs.
- Salinas' labor force has not gone to remote work as quickly as other parts of California, which indicates that it is not yet a prominent destination for remote workers relocating from more expensive areas.

Needs for Ongoing Tracking

- What are some of the specific labor force and housing conditions that can be addressed through public policy?
- How will increasing adoption of agricultural technology impact the labor force needs (number of workers needed, training needs, etc.)?
- Is the job training in Monterey County sufficient to meet the needs of industry as well as career ladder opportunities for workers?

Suggested Action Items

- Ensure that Salinas' strategic partnerships with workforce development programs at Hartnell College, CSU Monterey Bay, UC Santa Cruz, regional providers, and trade schools meet the needs of agriculture in light of shifts in technology and market changes.
- Explore other strategic partnerships with trade groups and establish an agricultural industry working group in Salinas to address business climate and workforce preparedness issues.
- Address needs for agricultural and other seasonal worker housing and engage with private businesses that have been providing worker housing.

4. Agricultural Economic Analysis

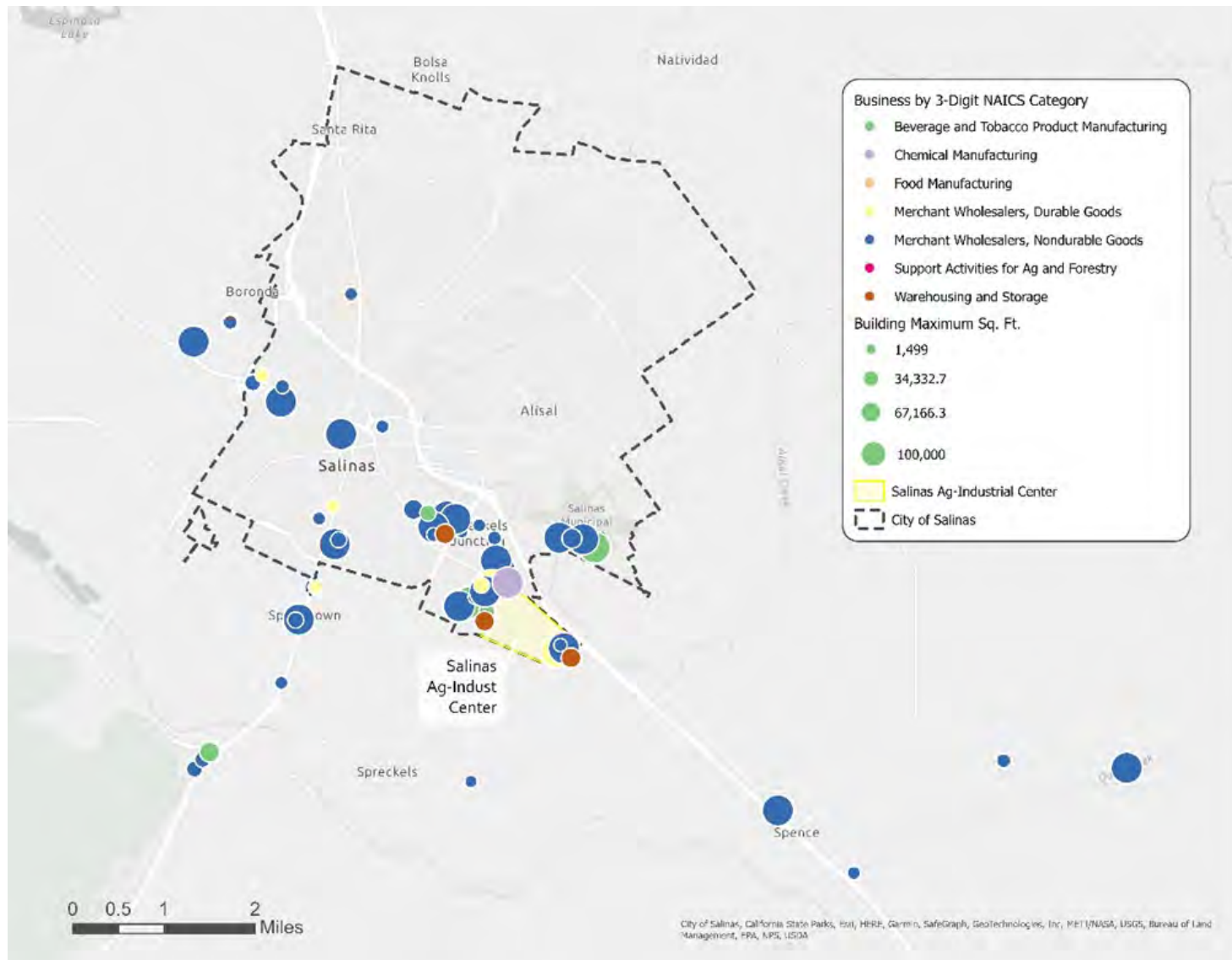
Overview of Key Agricultural Production Dynamics and Issues

Salinas is host to about 80 major producers and innumerable service providers, as shown on **Map 1** (the verified businesses are listed in **Appendix B**). Most of the ag-related businesses are scattered in the southern half of the City, near the Salinas Ag-Industrial Center on Abbott Street between S. Sanborn and Harkins Roads, serving as the primary commercial district for agriculture-related manufacturing and service provisions is Abbott Street.

About half of the ag-related industries are in the Merchant Wholesalers, Nondurable Goods industry followed by Support Activities for Agriculture and Forestry (19 percent). The wholesale businesses in particular are involved in distribution and could also require cooling facilities. The wholesale and agricultural support businesses also represent a broadly diverse range of small, medium, and large-sized businesses. The distributions are as follows:

- About 32 percent of these businesses occupy spaces that range from 2,500 to 9,999 square feet.
- 22 percent occupy spaces that range from 10,000 to 39,999 square feet.
- 18 percent range from 40,000 to 99,999.
- 15 percent occupy spaces that are 100,000 or more.

Map 1. Industrial Businesses by 3-Digit NAICS Category and by Building Size



Sources: DataAxle; EPS.

Crop Patterns and Trends

Monterey County is one of the leading agricultural producing regions in the world, and in particular has large concentrations of high value crops that go directly to consumers for consumption. Total agricultural production was about \$4.1 billion in 2021, and the overall production remained above \$4 billion every year over the past decade, except the beginning of the COVID-19 pandemic in 2020. The unadjusted crop production value since 2012 peaked at \$4.8 billion in 2015.

Leading Crops

As shown in **Table 11**, the leading crops in Monterey County in 2021 include strawberries, lettuce, broccoli, wine grapes, spinach, cauliflower, celery, livestock, brussels sprouts, and nursery products. The prevalence of strawberries, lettuce, broccoli, and wine grapes has been consistent over the long-term. However, in recent years nursery products production has dropped.

With the production value per acre, strawberry crops averaged over \$93,000 in 2021. This production value per acre has shown long-term growth over the past decade, while most of the other leading crops have a production value per acre below \$20,000 with minimal long-term change since 2012.

Other high value crops with over \$100,000 in production value per acre include nursery products and mushrooms. It should be noted that many of the individual commodities for those high-value crops are grown under cover and therefore tend to utilize less space than other crops grown in the open.

Changes to Crop Composition and Production Levels

Vegetable crops accounted for \$2.6 billion in production value in 2021, which is consistent with the longer-term trends. While much of Monterey County's crop production remains tied to vegetable crops, these types of crops have shown a slight decline over the past decade (**Table 12**). Fruit and nut crop production totaled \$1.2 billion in 2021, which represents a high point over the past decade, where the annual production did not drop below \$1.0 billion in any year during that time. Nursery crops have seen the most pronounced long-term drop in production value, going below \$100 million in 2021 after a peak production of \$313.7 million in 2015.

The cultivated crop acreage in Monterey County in 2021 was about 294,700 acres. This is a decline from prior years, which showed a recent peak of 373,500 acres in 2013 and steadily declined afterwards. Vegetable crop acreage dropped from just below 268,000 acres in 2019 to 229,100 acres in 2021. By comparison, the fruit and nut acreage had a far less significant acreage decrease, going from 56,600 acres in 2019 to 55,165 in 2021. It remains to be seen whether the decline in vegetable crop acreage was a temporary phenomenon brought on by pandemic-driven labor shortages, or if this represents a more permanent reduction. The production and acreage trends are shown in **Figures 5 and 6**.

Figure 5. Monterey County Crop Production Trend, 2012 to 2021

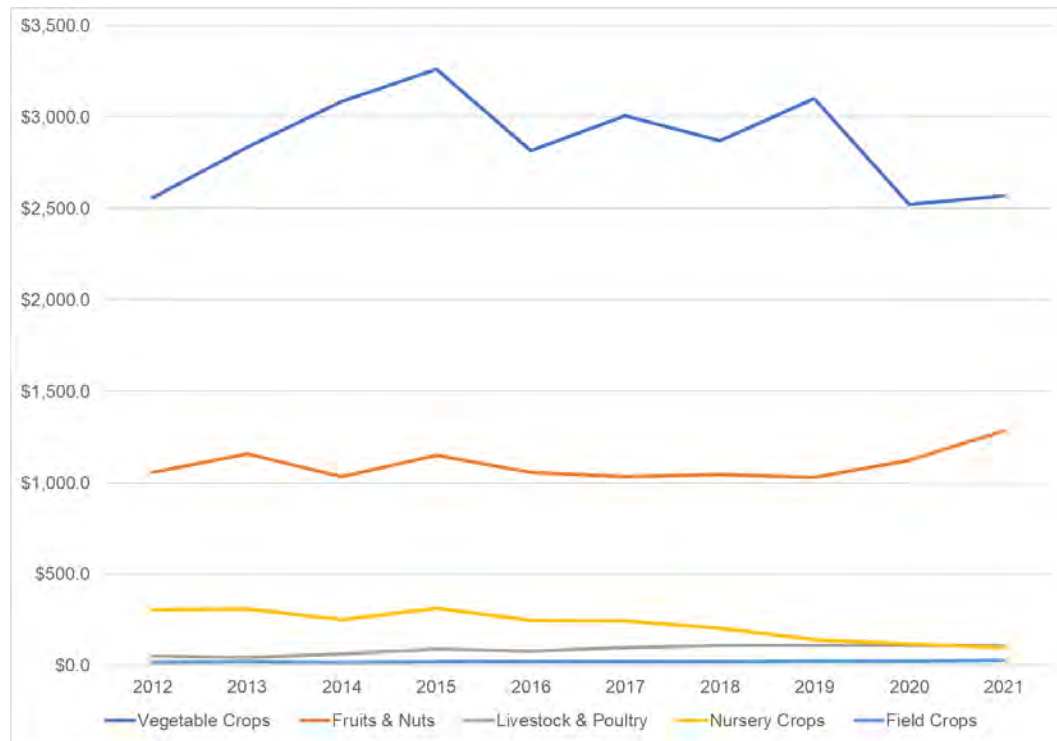


Figure 6. Monterey County Crop Acreage Trend, 2012 to 2021

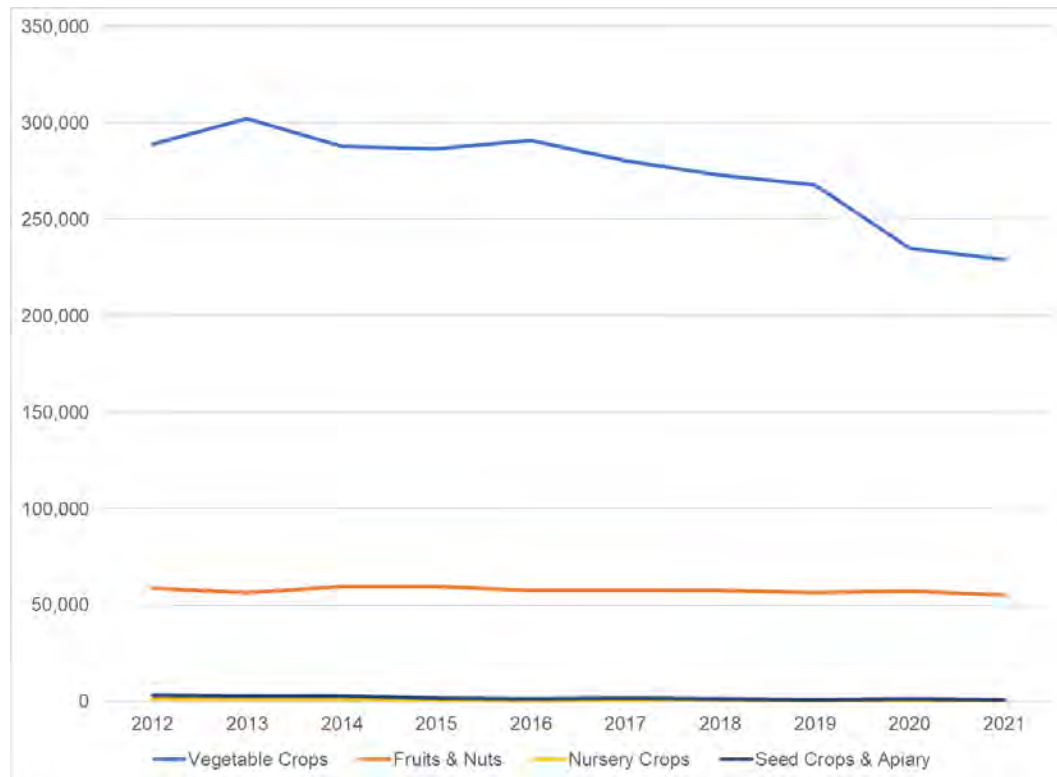


Table 11
Top Crop Commodities by Value and Acreage
Monterey County, 2011 to 2021

Top Crop Commodities (2021)	2017-21 Average Acreage	2017-21 Average Production Value	2017-21 Average Production Value per Acre	2012-16 Average Acreage	2012-16 Average Production Value	2012-16 Average Production Value per Acre
Strawberry	9,939	\$801.6	\$80,645	11,249	\$750.8	\$66,743
Leaf Lettuce	58,997	\$706.1	\$11,968	68,273	\$715.4	\$10,478
Head Lettuce	39,148	\$536.7	\$13,709	43,584	\$619.7	\$14,218
Broccoli	47,653	\$381.5	\$8,007	61,172	\$394.1	\$6,442
Wine Grape	44,153	\$199.1	\$4,509	44,635	\$222.7	\$4,989
Spinach	15,395	\$144.2	\$9,364	13,256	\$137.2	\$10,346
Cauliflower	18,614	\$195.0	\$10,473	19,650	\$179.0	\$9,110
Celery	10,291	\$153.4	\$14,905	12,735	\$195.8	\$15,375
Livestock & Poultry	n/a	\$109.4	n/a	n/a	\$73.1	n/a
Brussel Sprout	4,966	\$94.4	\$19,008	2,526	\$38.8	\$15,361
Nursery, Cut Flowers & Foliage Total	811	\$164.8	\$203,102	1,277	\$299.3	\$234,353
Misc Vegetables	31,107	\$157.1	\$5,049	37,395	\$169.4	\$4,531
Mushroom	135	\$88.4	\$656,468	144	\$90.2	\$627,498
Raspberry	625	\$41.9	\$67,053	716	\$42.2	\$58,901
Spring Mix	3,927	\$32.6	\$8,298	7,725	\$71.6	\$9,275
Artichoke	3,922	\$46.7	\$11,914	4,762	\$42.9	\$9,004
Cabbage	4,930	\$46.3	\$9,390	6,288	\$45.2	\$7,194
Lemon	1,286	\$39.5	\$30,719	1,240	\$30.6	\$24,680
Carrot	2,608	\$30.4	\$11,645	3,061	\$25.8	\$8,426
Peas	4,709	\$48.0	\$10,191	1,581	\$26.6	\$16,837
Garlic	1,243	\$17.7	\$14,218	n/a	\$0.0	n/a
Onion, Dry	2,050	\$33.8	\$16,480	2,098	\$17.4	\$8,294

Source: Monterey County Agricultural Commissioner Crop & Livestock Reports

Table 12
Crop Production Trend
Monterey County, 2012 to 2021

Commodity Group	Crop Production Values (\$Millions) by Year									
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Vegetable Crops	\$2,568.4	\$2,524.6	\$3,099.1	\$2,871.1	\$3,006.6	\$2,817.0	\$3,261.5	\$3,084.6	\$2,833.8	\$2,557.8
Fruits & Nuts	\$1,285.8	\$1,124.7	\$1,028.1	\$1,043.9	\$1,034.1	\$1,056.8	\$1,149.4	\$1,033.8	\$1,159.6	\$1,057.7
Livestock & Poultry	\$113.4	\$110.9	\$110.6	\$110.6	\$101.4	\$80.5	\$91.2	\$64.3	\$45.0	\$53.1
Nursery Crops	\$99.8	\$119.8	\$144.0	\$204.3	\$244.9	\$249.2	\$313.7	\$250.6	\$312.3	\$307.5
Field Crops	\$28.1	\$26.1	\$24.6	\$23.7	\$21.7	\$20.6	\$20.7	\$18.7	\$20.0	\$19.3
Seed Crops & Apiary	\$4.8	\$4.6	\$3.6	\$5.0	\$5.3	\$4.4	\$5.0	\$5.5	\$9.0	\$8.8
Total Production Value	\$4,100.2	\$3,910.8	\$4,410.0	\$4,258.6	\$4,425.4	\$4,256.1	\$4,841.5	\$4,493.4	\$4,379.7	\$4,004.2
Organics	\$776.0	\$723.4	\$562.7	\$415.3	\$390.3	\$365.2	\$335.1	\$277.3	\$214.4	\$182.7
Percentage of Total	18.9%	18.5%	12.8%	9.8%	8.8%	8.6%	6.9%	6.2%	4.9%	4.6%

Commodity Group	Harvested Acres by Year [1]									
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Vegetable Crops	229,076	235,095	267,989	273,071	280,459	290,987	286,637	287,700	302,218	288,854
Fruits & Nuts	55,165	57,131	56,631	57,606	57,631	57,557	59,513	59,495	56,366	59,024
Nursery Crops	587	565	745	998	921	810	1,167	1,236	1,373	1,494
Field Crops	1,171,734	1,078,081	1,091,360	1,083,084	1,075,880	1,076,357	1,077,952	1,076,968	1,086,704	1,083,876
Seed Crops & Apiary	901	1,325	1,054	1,493	1,740	1,579	1,966	2,802	3,079	3,530
Total Production Acreage	1,457,463	1,372,197	1,417,779	1,416,252	1,416,631	1,427,290	1,427,235	1,428,201	1,449,740	1,436,778

Source: Monterey County Agricultural Commissioner Crop & Livestock Reports
[1] Harvested acreage does not include livestock acreage, and excludes rangeland.

Legalization of Cannabis

Cannabis represents a significant addition to agricultural production, but in the short-term the sector remains highly volatile as wholesale prices dropped significantly in 2022 due to overproduction throughout the State of California.

In general, Monterey County's overall crop production has not shown long-term growth over the past decade. However, the legalization of recreational use cannabis in California has added another source of potential revenue. Cannabis added another \$618.2 million in production value in 2021, up from \$449.7 million in 2019. **It is notable that this level of production is comparable to that of organic produce from the County.**

Cannabis production is not included as part of the agricultural crop production total for Monterey County; however, the Crop and Livestock Report has included information about cannabis production since 2019. When combined with cannabis production, the 2021 crop production in the county would have exceeded the agricultural production every year since 2012, excluding the peak year in 2015.

The cultivated acreage for cannabis grew from 87 acres in 2019 to 118 acres in 2021 (**Table 13**). More than 80 percent of the cannabis production in Monterey County occurred under mixed light conditions. Indoor cannabis grows accounted for \$81.9 million in production value in 2021, while using only 85,400 square feet of production area. Cannabis grown in nurseries generated about \$28.9 million in production value, while utilizing 1.5 million square feet of production area. It should be noted that the growth potential for these grow operations is significant.

Recent market activity reflecting the growth potential, includes the Glasshouse mixed light acquisition in Santa Barbara of 5.7 million square feet in greenhouse space. The inland coastal areas of California are well positioned to emerge as major future supply sources, pending federal legalization of recreational cannabis and the potential development of more mainstream products including those related to health and wellness markets (e.g., CBD and other non-psychoactive compounds). Additional cannabis operations in the areas of R&D, distribution, and manufacturing are relatively labor intensive and could play a role in the further development of a critical mass of suppliers and labor force skills needed in Salinas.

Table 13
Cannabis Production Indicators
Monterey County, 2019 to 2021

Cannabis Indicators	2021	2020	2019
Cannabis Production Value	\$618,193,000	\$484,102,000	\$449,688,000
Cannabis Production Acreage	118	102	87
Cannabis Production Value by Product Type			
Type	2021	2020	
Nursery Products	\$28,875,000	\$22,693,000	
Flower (Mixed Light)	\$501,120,000	\$414,000,000	
Flower (Indoor)	\$81,855,000	\$39,820,000	
Trim	\$1,830,000	\$7,448,000	
Seed	\$4,513,000	\$141,000	
Cannabis Production by Unit and Product Type			
Product Type	2021	2020	
Nursery Products (Units)	3,319,000	2,063,000	
Flower (Mixed Light) (Pounds)	640,000	460,000	
Flower (Indoor) (Pounds)	53,500	36,200	
Trim (Pounds)	30,600	99,300	
Seed (Units)	6,447,000	141,000	
Cannabis Production Area (sq.ft.) by Type of Space			
Type of Space	2021	2020	
Nursery	1,511,000	1,053,000	
Indoor	85,400	88,100	
Mixed Light	3,166,000	2,891,000	

Source: Monterey County Agricultural Commissioner Crop & Livestock Reports

Other Emerging Trends

Organic agricultural products accounted for \$776.0 million in 2021 production value. Since 2012, organics have increased from 4.6 percent to 18.9 percent of the total agricultural production value in Monterey County.

Agricultural products in Monterey County tend to go directly to consumers and do not undergo extensive processing in the county. While food processing and manufacturing activity exists in Monterey County, it has a comparatively low concentration compared to other parts of the Central Valley, which have more extensive food processing industries.

Summary of Stakeholder Observations

As an initial step, several rounds of stakeholder interviews were held in addition to an “anchor” focus group comprised of Technical Advisory Committee (TAC) members, the Farm Bureau, and senior executives of major producers. Specific City-oriented action items from these stakeholders have also been merged from research-based recommendations and are presented at the end of this report.⁶

The attendees included existing agricultural producers currently operating in Salinas, property owners, and supplier businesses. This section summarizes chief findings from those discussions.

Connection to Salinas

Agricultural businesses located in Salinas largely base administrative and industrial operations in the city. Major firms located in Salinas have facilities spread across the United States (US) based on proximity to consumers, as well as location and access to key inputs including labor and natural resources. For example, Taylor Fresh Foods Inc. (Taylor) is headquartered in Salinas with 16 plants across the country. The company operations include growing, trucking, cooling, value-added processes, packaging, and shipping. Taylor and the other major producers located in Salinas tend to be vertically integrated, with in-house facilities such as cooling, packaging, and other functions. Water availability and reliable supply chains are key concerns.

Companies such as this are connected to a vast network of growers and service providers, with Taylor collaborating with an estimated 350 growers and many service providers. While these producers operate across the US, it was expressed that there is unequivocally a high dedication to Salinas. Having a highly functional relationship with host cities is critical in this industry, as these firms are subjected

⁶ Note that the enclosed narrative is reflective of the tenor and direction of key informant interviews and focus group sessions, based on transcripts and meeting notes. Participants were assured that content arising out of these discussions would be generalized as not to pinpoint the origins of specific comments in an effort to maximize candor and arrive at the most helpful guidance from the industry possible.

to food safety regulations that continually evolve, along with additional requirements for composting and other functions, requiring constant facility upgrades.

Specific actions suggested for the City by the industry are included in **Chapter 6** of this report, with additional information about the demand outlook and potential scenarios in **Chapter 5**.

Recent Market Conditions

In general, the production of goods locally has been cyclical without major growth, while acreage is decreasing. Stakeholders expressed concern over consumer demand: during COVID there was a shift to non-fresh items and that delivery services and take-out options may be contributing to less demand for “healthy options.” In 2020, production started to shift downward as a result (less acreage farmed and crops harvested), with shipments down over 30 percent since pre-pandemic peak. Nevertheless, the industry is stable and resilient, and various adaptations are being made to shore up demand. For example, one adaptation has been the replacement of iceberg lettuce with cabbage, creating higher value to offset the cost of transportation.

Locational Factors

Production centers will shift as water demand and scarcity becomes more acute, these companies need Salinas and other domestic locations in western and southwestern production sites in Nevada and Arizona. “Salad” is broken down into three sectors: retail, deli, and food service. Taylor Food Service, for example, is well positioned in Yuma, Arizona, where production runs year-round. Retail-oriented production has not gravitated to this location but is looking at other close-in valley locations such as Gonzales. Nevada also provides support for organic produce, with a 22-week growing season and fewer pests.

These locations in other states are similarly dependent on H2A workers. Other states also have less onerous industrial regulations in comparison to California, though it should be noted that many industry players have goals around net zero energy usage in their plants.

Ag Center Outlook

The Salinas Agricultural Industrial Center (the Ag Center) was a major topic of discussion for the focus group participants, who generally expressed a need for more modern spaces that address their needs as the existing industrial building inventory in Salinas ages. The Ag Center has undergone a specific plan process and has over 250 acres of land area designated for industrial space and support facilities aimed at the agricultural-industrial sectors and addressing future needs for industrial growth associated with those and other sectors. A more detailed discussion of the Ag Center is found in **Chapter 5**.

Modern Cooling Facilities

In addition to major producers, third-party operators provide critical services of a wide variety of capacities, including shipping, cooling, packaging, and transportation. Because of Monterey County's agricultural production of a high concentration of perishable products that ship direct to consumers, cooling in particular is a major element of the process, with potential new supply coming online in the Ag Center. Every cooler in Salinas is running at capacity and the average facility is 40 years old, indicating that more supply is needed. Facility modernization is a constant challenge of the industry, which is subject to substantial seasonal demands that these facilities help accommodate. These are expensive and risky investments, suitable in some cases for public-private partnerships, such as that contemplated for the Ag Center.

The strawberry industry has processing challenges related to cooler facilities, with product trucked to Spreckels and Castroville, where they are cooled. There has been consistent interest in ensuring that the Ag Center cooler facility is cost competitive; the City's interest in a potential Enhanced Infrastructure Financing District (EIFD) may be helpful in this regard.

Other Supplier Industries

Salinas hosts a large range of value-added processes and could absorb more of this activity. According to industry interviews, a bag of lettuce represents about 50 percent of the manufacturing value-added, with the balance generated by any additional packaged ingredients, as well as packaging, distribution, transportation, and marketing. There is reportedly an opportunity/need for additional packaging options in the city with stakeholders expressing a striking lack of locally owned, independent facilities. In some cases, there may be opportunities to replace inputs originating from elsewhere (e.g., strawberry baskets originating in the City of Industry).

Value-added operators are involved in repackaging goods for delivery to consumer markets. Lettuce, cauliflower, broccoli, fruit, and even hard goods from various origins are often combined in different ways. Accommodating this diversity, the majority of truck trips include mixed loads with multiple commodities.

For transportation and warehousing services, Highway 101 generally lacks a critical mass of industry activity and does not have the same level of connectivity as I-5 (which has a burgeoning logistics hub around Tracy and Stockton). While the 101 Corridor will not ever have the scale and diversity of other major corridors running through California, the attraction of additional generalized industry in Salinas, whether in the agricultural sector or not, would bolster the need for a range of support uses and provide further impetus to bolster the City's skilled labor force.

Use of Agricultural Technology

The industry is a ready adopter of technology as it becomes available for use. Stakeholders expressed that many decisions are “office driven” and based on advanced data analysis.

Irrigation and remote sensing technology helps increase productivity through sustainable groundwater management and appears to be attracting global interest and (potentially) investment. According to industry interviews, Israel-based consultants have advised the industry based on their expertise with agriculture in arid environments. The industry has developed its own supply chain software based on its specialized practices, and at least one producer is using carbon robotics developed by a leading farm equipment purveyor in Michigan.

Best Practices and Challenges

In terms of Salinas-area crop rotations, strawberries are emerging as a leading crop, focused around the Blanco Road area. The industry was split roughly between Watsonville and Salinas, and is now becoming dominated by Salinas, with Driscoll doing 90 percent of its business in the agricultural lands surrounding town. Elimination of methyl bromide places more emphasis on finding good soil, where Monterey County has an advantage. Blackberry and raspberry farming is backfilling the Watsonville area farms and may be a sign of things to come in the broader region.

Distribution

Major producers in the region have expressed frustration regarding traffic concerns in Salinas and have, in some cases, chosen to use facilities elsewhere, as long as produce can enter coolers within 3 hours of picking.

The industrial area generally served by Abbott Street is centrally located but constrained. Additional cooler supply is greatly needed, as discussed throughout this report. The addition of modern facilities in town will benefit from sustained efforts to improve traffic flow in the City, which affects turn-around times related to truck loading. Shift changes are particularly problematic in this regard.

Labor Force Considerations

As briefly mentioned above, the further attraction of a cross-section of industry will help develop a “critical mass” of more advanced skills possessed by the local labor force. With HQ operations, the area is struggling to find good quality candidates for management, and it is hoped that additional support for Hartnell’s “ag-tech” programs will materialize. These are other key industry-based observations on labor force:

- Average pay in the industry is low and reflects modest skill sets. According to the industry, average wages are hovering around \$17 per hour in 2023. These observations are consistent with the hourly wage data for farmworkers in Monterey County and California.
- Labor for Salinas tends to originate from Soledad and closer-in. The average age of the labor force has increased over the past decade (roughly) from 26 to 36 years. The maturing labor force requires adequate income to feed families and provide housing. The growing prominence of berry crops could also result in a larger year-round labor force, as those crops have a longer growing season than lettuce and other row crops.
- Foreign buyers are becoming interested in the industry and firms are very reliant on H2A worker visas. These account for about 20 percent of total grower employment.
- Automation efforts are a response to labor challenges, but building space and labor dedicated to higher-tech operations are a continuing challenge. For example, a European company interested in various tech applications was reportedly frustrated by the lack of “tech talent” and suitable space in the form of standard R&D spec buildings in Salinas.

Consideration of Climate Change

Climate change has impacted California agriculture in many ways. Increasing temperatures and reduced chill hours, volatile precipitation, extreme weather (droughts, floods, and fires), and an uptick in pests are significantly impacting California agriculture, crops, and crop rotation patterns. Moving forward, the farming community is forced to address the impacts of climate change to remain productive as the global crop demand is expected to double by 2050.⁷

Global temperatures have increased by 2.5°F since 1880 and are projected to continue to increase in California throughout the 21st century.⁸ With a warming climate have come rising nighttime temperatures and an increase in extreme heat,⁹ the latter of which puts pressure on the farmworkers. Further, increased

⁷ Ray, D. K., Mueller, N. D., West, P. C., & Foley, J. A. (2013). Yield trends are insufficient to double global crop production by 2050. *PLoS ONE*, 8(6). <https://doi.org/10.1371/journal.pone.0066428>

⁸ Fernandez-Bou, A. S. (2022, June 13). *Climate change and the future of Agriculture*. CalCAN. <https://calclimateag.org/climate-change-and-the-future-of-agriculture/>

⁹ Gershunov, A., & Guirguis, K. (2012). California heat waves in the present and future. *Geophysical Research Letters*, 39(18). <https://doi.org/10.1029/2012gl052979>

heat has reduced winter chill hours (hours under 45°F),¹⁰ which are essential for the growth of many California seed and fruit crops, including almonds, walnuts, avocados, cherries, and oranges, among others.¹¹

In addition, the warmer environment creates a faster snowmelt runoff, which leads to both winter flooding (similar to the recent flooding that occurred in 2023 in Monterey County) and summer water deficits.¹² The effects of climate change present multiple challenges to crop survival, as oxygen availability decreases, root asphyxia occurs, and plant disease rates increase.¹³

Not only are droughts and flooding becoming a pattern, but wildfires are also occurring at an increasing rate.¹⁴ Fires have eliminated many fields altogether and have also led to vast increases in insurance premiums for farmers. Some have lost coverage entirely.¹⁵

Climate change is also impacting agriculture through an increased presence of pests and plant diseases. Pathogen development and survival rates have increased with the warmer climate,¹⁶ putting crops at risk of animal, fungal, bacterial, and other viral pathogens.¹⁷

¹⁰ Luedeling, E., Zhang, M., & Girvetz, E. H. (2009). Climatic changes lead to declining winter chill for fruit and nut trees in California during 1950–2099. *PLoS ONE*, 4(7). <https://doi.org/10.1371/journal.pone.0006166>

¹¹ CalCAN. (2021, December 7). *Climate threats to agriculture*. CalCAN. <https://calclimateag.org/climatethreatstoag/>

¹² Sommer, L. (2017, February 28). *With climate change, California is likely to see more extreme flooding*. NPR. <http://www.npr.org/2017/02/28/517495739/with-climate-change-california-is-likely-to-see-mo-re-extreme-flooding>

¹³ Pioneer Agronomy. (n.d.). *Flooding Impact on Crops*. Pioneer® Seeds. <https://www.pioneer.com/us/agronomy-science.html>

¹⁴ Westerling, A. L., Hidalgo, H. G., Cayan, D. R., & Swetnam, T. W. (2006). Warming and earlier spring increase western U.S. forest wildfire activity. *Science*, 313(5789), 940–943. <https://doi.org/10.1126/science.1128834>

¹⁵ California State Assembly. (2020, November 18). The Impact of Wildfires on California Agriculture Report Informational Hearing.

¹⁶ Ahanger, R. A., Bhat, H. A., Bhat, T. A., Ganie, S. A., Lone, A. A., Wani, I. A., Ganai, S. A., Haq, S., Khan, O. A., Junaid, J. M., & Bhat, T. A. (2013). Impact of Climate Change on Plant Diseases. *International Journal of Modern Plant & Animal Sciences*, 105–112. <https://doi.org/10.1201/b14056-16>

¹⁷ Pathak, T., Maskey, M., Dahlberg, J., Kearns, F., Bali, K., & Zaccaria, D. (2018). Climate change trends and impacts on California agriculture: A detailed review. *Agronomy*, 8(3), 25. <https://doi.org/10.3390/agronomy8030025>

While many farmers and their crops are hurt by climate change, all crops are affected differently. Warmer temperatures have brought yield reductions in almonds, wine grapes, strawberries, hay, walnuts, table grapes, freestone peaches, cherries, maize, sunflowers, and tomatoes.^{18 19} Though numerous crops are harmed by increased heat, some crops stand to benefit, including alfalfa, barley, wheat, and rice.²⁰

The changes to the climate have necessitated innovation by farmers and the agriculture industry to adapt to the different demands placed on growing. No-till and cover crops have been important tools to increase carbon storage and sequestration, as well as improving both soil health and water storage.²¹ Regenerative agricultural practices, including eliminating the use of toxic pesticides and synthetic fertilizers, lead to purer water, air, and food, as well as other positive externalities shared by animals and people alike. Subsidizing sustainable farming practices can help share the costs of and incentivize regenerative farming.

Lastly, consistent with discussion throughout this report, labor automation involving such things as autonomous tractors, irrigation drones, and computer-vision-driven weeding, seeding, and harvesting robots—can help the region transition into a new reality as extreme heat exacerbates labor shortages and decreases labor productivity.²² The increase in labor automation has been ongoing in other industries such as manufacturing and logistics, and accelerated with the labor shortages during the pandemic. The adoption of technology in other industries ties into how ag tech will have broad impacts on agriculture in the years ahead.

¹⁸ Lobell, D. B., Field, C. B., Cahill, K. N., & Bonfils, C. (2006). Impacts of future climate change on California perennial crop yields: Model projections with climate and crop uncertainties. *Agricultural and Forest Meteorology*, 141(2–4), 208–218. <https://doi.org/10.1016/j.agrformet.2006.10.006>

¹⁹ Hatfield, J., Takle, G., Grotjahn, R., Holden, P., Izaurralde, R. C., Mader, T., Marshall, E., & Liverman, D. (2014). *Ch. 6: Agriculture. Climate Change Impacts in the United States: The Third National Climate Assessment*. <https://doi.org/10.7930/j02z13fr>

²⁰ Molar-Candanosa, R. (2021, September 1). *NASA at your table: Climate change impacts on crop growth*. NASA. <https://www.nasa.gov/feature/goddard/esnt/2021/nasa-at-your-table-climate-change-and-its-environmental-impacts-on-crop-growth#:~:text=Wheat%2C%20barley%20and%20rice%20for,better%20for%20the%20plant's%20growth>

²¹ Karas, S. (n.d.). *How could regenerative agriculture affect California's ability to withstand drought? – center for regenerative agriculture and resilient systems*. – Center for Regenerative Agriculture and Resilient Systems – Chico State. <https://www.csuchico.edu/regenerativeagriculture/blog/drought-reg.-ag.shtml>

²² Algoworks. (2022, May 26). *What is agriculture automation? how to automate your farming?*. Algoworks.

Relationship Between Crop Trends and Ag-Driven Industrial Production

Supporting Operations

Crop production in Monterey County creates demand for more than \$2.0 billion in supplier purchases, with 34 percent of the purchases occurring locally. The highest supplier demand occurs in agricultural support services, chemical manufacturing, other farm products, real estate, and petroleum/coal products.

Supplier industries with the highest demand by crop producers include agricultural support services, chemical manufacturing, other crop producers, real estate, and petroleum/coal product manufacturing. Each of these sectors generate more than \$100 million in supplier demand by crop producers.

Warehousing and storage only generate about \$8.7 million in annual supplier demand. This would support the finding from the focus groups that most warehousing and storage use the crop producers' own facilities, rather than supplied through an outside firm.

The sectors with the highest in-region purchase percentage are support activities for agriculture and trade with other crop producers. At least 75 percent of the purchases for these sectors are made with other Monterey County businesses. The largest unmet commodity demand is with chemical manufacturing, for which only 15 percent of the supplier purchases are made in-region.

The types of businesses that can be supported in Salinas would need to account for the high degree of urbanization within the City Limits, compared to unincorporated Monterey County. While sectors such as chemical and petroleum/coal product manufacturing have very large unmet demand by agricultural businesses that is imported into Monterey County, those types of uses also generate externalities (noise, pollution, safety risks to adjacent residential neighborhoods, etc.) on a scale that make them undesirable uses for a populated area with high average household sizes such as Salinas.

The largest suppliers with potential for import substitution also include several manufacturing sectors, such as machinery, wood products, paper products, electrical equipment, plastic/rubber, and fabricated metal manufacturing. The general site conditions for that type of manufacturing can be potentially accommodated within Salinas' existing and planned industrial areas. Each of these sectors have at least \$20 million of unmet agricultural supplier demand in Monterey County.

Other large supplier categories such as professional services and financial services could also potentially create demand for office space, especially with Salinas' role in the agricultural sectors as an administrative center. For both industrial and administrative spaces, the proposed Ag Center would potentially serve as a location for business attraction. This will be further discussed in **Chapter 5**.

Clustering and Performance of Support Sectors

Traded clusters²³ represent groupings of interrelated industries that bring net wealth into a region. A traded cluster does not depend on population-driven local demand (i.e., retail and local-serving services) because it serves regional, national, and global markets. The traded clusters defined in this section are benchmarks used by the US Cluster Mapping Project, which is a joint venture between the US Economic Development Administration and Harvard Business School.

The largest traded cluster in Salinas is agricultural inputs and services (**Table 16**), while the fourth largest traded cluster is food processing and manufacturing (see **Table 15**). The two clusters are complementary parts of the larger agricultural industry value chain. The food processing sectors in Monterey County and Salinas operate somewhat differently than other agricultural economies because of how much of the product (with the emphasis on "salad bowl" commodities) goes toward direct consumption by consumers, rather than other food processing. These activities still require the use of industrial facilities, and expansion of these sectors could occur with the Ag Center.

Other traded clusters in Monterey County with an above-average concentration of employment and at least 100 jobs include:

- Hospitality and tourism (mainstay of the peninsula economy, highly dependent on Salinas Valley labor).
- Paper and Packaging (major supplier to food processing and manufacturing).
- Electric power generation and transmission (major supplier to food processing and manufacturing).
- Nonmetal mining.

²³ Traded clusters as defined by the US Cluster Mapping Project.

Table 14
Supplier Purchase Patterns for Crop Production Sectors
Monterey County

Buyer Industry: Crop Production (111) in Monterey County, California					
NAICS	Supplier Industries	Total US Purchases [1]	Purchases From Monterey County Firms	Purchases From Firms Outside Monterey County	% In-Region Purchases
Suppliers With High Local Purchase Percentage (Over 50 Percent)					
115	Support Activities for Agriculture and Forestry	\$386,018,000	\$290,825,000	\$95,193,000	75%
111	Crop Production	\$204,751,000	\$158,728,000	\$46,023,000	78%
Suppliers With Moderate Local Purchase Percentage (20 to 50 Percent)					
531	Real Estate	\$187,249,000	\$72,865,000	\$114,384,000	39%
221	Utilities	\$69,525,000	\$18,912,000	\$50,613,000	27%
333	Machinery Manufacturing	\$57,338,000	\$17,515,000	\$39,823,000	31%
561	Administrative and Support Services	\$43,107,000	\$12,186,000	\$30,921,000	28%
532	Rental and Leasing Services	\$37,674,000	\$14,616,000	\$23,058,000	39%
321	Wood Product Manufacturing	\$32,609,000	\$7,962,000	\$24,647,000	24%
322	Paper Manufacturing	\$27,119,000	\$5,968,000	\$21,151,000	22%
722	Food Services and Drinking Places	\$11,916,000	\$3,015,000	\$8,901,000	25%
811	Repair and Maintenance	\$8,229,000	\$1,941,000	\$6,288,000	24%
Suppliers With Low Local Purchase Percentage (Below 20 Percent)					
325	Chemical Manufacturing	\$336,451,000	\$50,186,000	\$286,265,000	15%
324	Petroleum and Coal Products Manufacturing	\$114,816,000	\$1,363,000	\$113,453,000	1%
541	Professional, Scientific, and Technical Services	\$70,618,000	\$9,075,000	\$61,543,000	13%
211	Oil and Gas Extraction	\$48,701,000	\$1,220,000	\$47,481,000	3%
238	Specialty Trade Contractors	\$47,972,000	\$4,353,000	\$43,619,000	9%
524	Insurance Carriers and Related Activities	\$44,957,000	\$4,212,000	\$40,745,000	9%
522	Credit Intermediation and Related Activities	\$31,539,000	\$4,080,000	\$27,459,000	13%
	Electrical Equipment, Appliance, and				
335	Component Manufacturing	\$27,168,000	\$156,000	\$27,012,000	1%
326	Plastics and Rubber Products Manufacturing	\$26,664,000	\$177,000	\$26,487,000	1%
332	Fabricated Metal Product Manufacturing	\$21,979,000	\$1,179,000	\$20,800,000	5%
336	Transportation Equipment Manufacturing	\$15,811,000	\$564,000	\$15,247,000	4%
551	Management of Companies and Enterprises	\$15,025,000	\$2,300,000	\$12,725,000	15%
212	Mining (except Oil and Gas)	\$13,923,000	\$1,281,000	\$12,642,000	9%
	Computer and Electronic Product				
334	Manufacturing	\$12,046,000	\$675,000	\$11,371,000	6%
331	Primary Metal Manufacturing	\$10,601,000	\$127,000	\$10,474,000	1%
	Lessors of Nonfinancial Intangible Assets				
533	(except Copyrighted Works)	\$10,510,000	\$0	\$10,510,000	0%
	Securities, Commodity Contracts, and Other				
523	Financial Investments and Related Activities	\$9,361,000	\$497,000	\$8,864,000	5%
517	Telecommunications	\$9,070,000	\$451,000	\$8,619,000	5%
493	Warehousing and Storage	\$8,738,000	\$483,000	\$8,255,000	6%
423	Merchant Wholesalers, Durable Goods	\$7,744,000	\$789,000	\$6,955,000	10%
311	Food Manufacturing	\$7,033,000	\$204,000	\$6,829,000	3%
112	Animal Production and Aquaculture	\$6,175,000	\$925,000	\$5,250,000	15%
	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related				
518	Services	\$5,503,000	\$38,000	\$5,465,000	1%
424	Merchant Wholesalers, Nondurable Goods	\$5,354,000	\$972,000	\$4,382,000	18%
	Total Supplier Purchases by Crop Production Establishments	\$2,032,100,000	\$696,417,000	\$1,335,683,000	34%

Source: JobsEQ

[1] Table only shows supplier industries with more than \$5 million in annual purchases by Monterey County crop producers.

Table 15
Employment Growth Trends for Traded Clusters, 2011 to 2021
Salinas

Traded Cluster	2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	2021 Location Quotient
Largest Traded Clusters (100 Jobs or More)					
Agricultural Inputs and Services	10,247	12,079	1,832	2%	14.39
Distribution and Electronic Commerce	1,725	2,149	425	2%	0.74
Business Services	1,217	1,312	95	1%	0.29
Food Processing and Manufacturing	747	912	165	2%	1.38
Education and Knowledge Creation	1,013	451	-562	-8%	0.17
Hospitality and Tourism	625	436	-189	-4%	0.34
Paper and Packaging	179	394	215	8%	5.57
Transportation and Logistics	229	272	43	2%	0.40
Marketing, Design, and Publishing	241	232	-9	0%	0.21
Financial Services	499	211	-287	-8%	0.26
Wood Products	12	117	105	26%	1.25
Other Traded Clusters					
Construction Products and Services	95	94	-1	0%	0.29
Insurance Services	39	74	35	7%	0.20
Production Technology and Heavy Machinery	59	61	3	0%	0.30
Performing Arts	57	56	-1	0%	0.27
Information Technology and Analytical Instruments	51	52	1	0%	0.04
Communications Equipment And Services	67	44	-23	-4%	0.24
Metalworking Technology	18	31	13	5%	0.20
Environmental Services	11	23	12	7%	0.40
Furniture	7	23	16	12%	0.21
Upstream Chemical Products	21	18	-2	-1%	0.69
Vulcanized and Fired Materials	2	13	10	18%	0.27
Biopharmaceuticals	0	10	10	n/a	0.05
Downstream Metal Products	3	7	4	9%	0.07
Aerospace Vehicles and Defense	3	7	4	9%	0.02
Leather and Related Products	3	7	4	8%	0.45
Oil and Gas Production and Transportation	1	7	6	23%	0.08
Video Production and Distribution	6	6	0	1%	0.01
Upstream Metal Manufacturing	0	5	5	50%	0.08
Downstream Chemical Products	12	4	-8	-10%	0.04
Recreational and Small Electric Goods	0	4	4	n/a	0.05
Plastics	0	4	4	n/a	0.03
Electric Power Generation and Transmission	3	3	0	-1%	0.05
Music and Sound Recording	0	3	3	n/a	0.18
Apparel	6	3	-3	-7%	0.03
Trailers, Motor Homes, and Appliances	1	2	1	10%	0.10
Medical Devices	0	2	1	19%	0.01
Automotive	9	1	-7	-17%	0.01
Lighting and Electrical Equipment	2	1	-1	-4%	0.01

Source: JobsEQ and US Cluster Mapping Project

Note: Figures may not sum because of rounding.

Table 16
Employment Growth Trends for Traded Clusters, 2011 to 2021
Monterey County

Traded Cluster	2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	2021 Location Quotient
Largest Traded Clusters (100 Jobs or More)					
Agricultural Inputs and Services	27,200	35,276	8,076	3%	14.55
Hospitality and Tourism	7,867	6,977	-890	-1%	1.88
Business Services	4,789	4,912	123	0%	0.38
Distribution and Electronic Commerce	4,482	4,681	199	0%	0.56
Education and Knowledge Creation	3,583	3,064	-519	-2%	0.40
Food Processing and Manufacturing	2,996	2,187	-809	-3%	1.15
Financial Services	1,010	608	-402	-5%	0.26
Transportation and Logistics	729	578	-151	-2%	0.29
Marketing, Design, and Publishing	941	493	-448	-6%	0.15
Paper and Packaging	482	474	-8	0%	2.32
Construction Products and Services	397	453	56	1%	0.48
Information Technology and Analytical Instruments	380	364	-15	0%	0.09
Electric Power Generation and Transmission	122	338	216	11%	1.66
Insurance Services	135	332	198	9%	0.31
Performing Arts	254	231	-24	-1%	0.39
Wood Products	85	176	91	8%	0.65
Environmental Services	149	155	5	0%	0.93
Production Technology and Heavy Machinery	195	140	-55	-3%	0.24
Nonmetal Mining	121	136	16	1%	2.26
Oil and Gas Production and Transportation	86	114	29	3%	0.45
Other Traded Clusters					
Communications Equipment And Services	189	96	-93	-7%	0.18
Downstream Metal Products	28	93	65	13%	0.32
Metalworking Technology	85	63	-23	-3%	0.14
Furniture	41	59	18	4%	0.19
Forestry	16	54	39	13%	1.01
Vulcanized and Fired Materials	31	49	19	5%	0.37
Lighting and Electrical Equipment	15	49	34	13%	0.17
Upstream Chemical Products	54	43	-11	-2%	0.57
Aerospace Vehicles and Defense	81	36	-44	-8%	0.03
Upstream Metal Manufacturing	5	31	26	20%	0.15
Biopharmaceuticals	0	23	23	n/a	0.04
Video Production and Distribution	42	22	-20	-6%	0.02
Apparel	118	22	-96	-15%	0.07
Leather and Related Products	14	13	-1	-1%	0.28
Downstream Chemical Products	36	11	-25	-12%	0.04
Recreational and Small Electric Goods	5	9	4	6%	0.03
Plastics	4	9	4	8%	0.02
Medical Devices	2	6	4	13%	0.01
Trailers, Motor Homes, and Appliances	3	5	2	6%	0.10
Music and Sound Recording	0	5	5	48%	0.10
Automotive	59	5	-54	-22%	0.01
Livestock Processing	6	1	-5	-17%	0.00
Water Transportation	0	0	0	-100%	0.00

Source: JobsEQ and US Cluster Mapping Project

Note: Figures may not sum because of rounding.

Agricultural Cluster Trends

Agricultural production represents a multifaceted activity in Salinas and Monterey County that creates demand for businesses in other support sectors. As shown in **Table 17**, some of the supporting industries for agriculture are more concentrated than others. Specific areas of note include:

- **Support activities for crop production are concentrated in Salinas** and include a combination of farm management and contract labor, in addition to specialized crop and harvesting services.
- **Trucking, warehousing, and storage are lacking in Salinas.** While some trucking services have an above-average concentration in Salinas, some other types of transportation and transportation support sectors, such as freight transportation arrangement and support activities for road transportation do not have a high concentration. Warehousing and storage sectors also have a low concentration in both Salinas and Monterey County.
- **Trade and regulatory organizations in Salinas generally show a comparatively low concentration of jobs.** Only public sector regulation of agricultural marketing and commodities shows a high concentration.
- **Salinas is under-represented in food and beverage manufacturing.** **Table 14** shows that many individual food processing industries have not developed in Salinas. The processing activity often ties into what a region grows, and as mentioned in the previous section, much of Monterey County's agricultural product is consumed directly rather than designated for further processing activity beyond cooling and packaging. The only food manufacturing sector with above-average concentration is other food manufacturing.
- **Beverage manufacturing also shows a low concentration of jobs in Salinas.** This may be an excellent target for future capture in Salinas, as County data (see subsequent section) show the industry is otherwise well-represented in the region. Again, this may be an industry that helps fill out the industrial base of the City.

Table 17
Economic Trends for Agriculture and Support Industries
Salinas and Monterey County

Industry Description	NAICS Code	City of Salinas					Monterey County				
		2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	Salinas 2021 LQ	2011 Jobs	2021 Jobs	2011 to 2021 Growth	2011 to 2021 CAGR	Monterey Co. 2021 LQ
Crop Production (Proprietors)	111	6,406	5,901	-505	-0.8%	9.77	18,874	18,804	-71	0.0%	10.78
Animal Production (Proprietors)	112	60	73	13	2.0%	0.68	177	232	54	2.7%	0.75
Agricultural Supply and Support											
Support Activities for Crop Production	1151	10,226	12,059	1,833	1.7%	14.70	27,066	35,223	8,157	2.7%	14.86
Support Activities for Animal Production	1152	1	0	-1	-8.9%	0.03	40	5	-35	-18.8%	0.15
Sawmills and Wood Preservation	3211	0	9	9	n/a	0.56	0	21	21	n/a	0.45
Veneer, Plywood, and Engineered Wood Product Manufacturing	3212	0	5	5	n/a	0.36	2	21	20	30.1%	0.55
Other Wood Product Manufacturing	3219	12	103	91	24.4%	1.42	83	134	50	4.8%	0.64
Pulp, Paper, and Paperboard Mills	3221	0	0	0	n/a	0.00	0	0	0	n/a	0.00
Converted Paper Product Manufacturing	3222	179	394	215	8.2%	5.49	482	474	-8	-0.2%	2.29
Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	3253	41	38	-3	-0.8%	3.29	149	70	-79	-7.3%	2.11
Agriculture, Construction, and Mining Machinery Manufacturing	3331	31	36	4	1.3%	1.49	116	75	-41	-4.3%	1.08
Farm Product Raw Material Merchant Wholesalers	4245	0	5	5	49.8%	0.29	8	14	6	5.9%	0.31
General Freight Trucking	4841	336	418	82	2.2%	1.09	716	794	78	1.0%	0.72
Specialized Freight Trucking	4842	149	288	139	6.8%	1.84	451	818	367	6.1%	1.80
Support Activities for Road Transportation	4884	71	49	-22	-3.6%	0.74	144	125	-19	-1.4%	0.65
Freight Transportation Arrangement	4885	33	12	-20	-9.2%	0.09	63	42	-21	-3.9%	0.11
Other Support Activities for Transportation	4889	2	7	5	15.4%	0.22	3	15	12	16.0%	0.18
Warehousing and Storage	4931	239	193	-46	-2.1%	0.22	385	352	-32	-0.9%	0.14
Total Agricultural Supply and Support		11,320	13,615	2,295	1.9%	4.99	29,709	38,184	8,475	2.5%	4.85
Agricultural Trade and Regulatory Organizations											
Business Associations	813910	33	21	-12	-4.6%	0.61	57	51	-6	-1.0%	0.52
Professional Organizations	813920	5	1	-4	-13.8%	0.06	9	9	0	0.5%	0.15
Labor Unions and Similar Labor Organizations	813930	40	45	5	1.1%	0.99	76	88	13	1.6%	0.68
Regulation of Agricultural Marketing and Commodities	926140	58	42	-16	-3.2%	2.14	79	74	-5	-0.6%	1.31
Total Agricultural Trade and Regulatory Organizations		137	109	-28	-2.3%	0.90	220	223	3	0.1%	0.64
Food and Beverage Manufacturing											
Animal Food Manufacturing	3111	0	2	2	n/a	0.11	1	6	6	28.6%	0.13
Grain and Oilseed Milling	3112	0	0	0	n/a	0.00	0	0	0	n/a	0.00
Sugar and Confectionery Product Manufacturing	3113	2	22	20	27.9%	0.76	62	138	76	8.3%	1.66
Fruit and Vegetable Preserving and Specialty Food Manufacturing	3114	3	5	2	6.1%	0.05	166	76	-90	-7.5%	0.25
Dairy Product Manufacturing	3115	0	7	7	n/a	0.11	0	17	17	43.0%	0.09
Animal Slaughtering and Processing	3116	1	0	-1	-13.3%	0.00	6	1	-5	-16.7%	0.00
Seafood Product Preparation and Packaging	3117	1	0	-1	-100.0%	0.00	3	0	-3	-100.0%	0.00
Bakeries and Tortilla Manufacturing	3118	67	114	47	5.5%	0.77	385	463	78	1.9%	1.09
Other Food Manufacturing	3119	675	762	87	1.2%	5.71	1,843	1,053	-790	-5.4%	2.73
Beverage Manufacturing	3121	61	113	52	6.4%	0.47	860	891	31	0.4%	1.28
Total Food and Beverage Manufacturing		810	1,026	216	2.4%	1.22	3,326	2,646	-680	-2.3%	1.09

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

Strengths and Challenges of the Agricultural Economy

The prominence of Monterey County's agricultural economy and its proximity to Silicon Valley presents Salinas with a unique set of both opportunities and challenges.

Fit With Emerging Technology Sectors

The connection with Silicon Valley technology sectors has been tenuous. The labor supply gaps show excess labor force in Salinas for the information and professional services sectors, which is an indication that Salinas serves as a bedroom community for workers who commute to jobs in Silicon Valley. However, agricultural technology presents some opportunity, but there is competition with other agricultural centers, such as those in the Central Valley.

Unique Economic Base and Labor Force Challenges for Agriculture

The Salinas agricultural industry is subject to labor and other price pressures, natural resource constraints, and continual need to incorporate technological advancements. The Salinas economy's gradual transition toward knowledge intensive industry and technological applications is inevitable given the strengths of the region in this regard and its proximity to Silicon Valley.

With continuing budgetary pressures again facing the California state, county, and municipal governments for the foreseeable future, brought on by global post-pandemic inflationary pressures and supply-chain disruptions, Salinas needs to differentiate itself to better identify unique and local solutions to address these ongoing shortfalls in revenue generation. Historical economic performance should not solely determine the future economic prosperity of a community. It is also instructive to examine the historic and projected job growth for Salinas. This analysis can be instrumental in determining the potential job creation for the future.

Salinas' continued global leadership in fresh produce production and distribution is its inherent competitive advantage. In addition, Salinas' efficient agricultural productivity and global distribution enhances and protects our national food security. However, this food production prominence did not occur overnight nor without enormous investment and innovation. Improved technology and production efficiencies have allowed Salinas-area farmers to grow more and more fresh produce over the last several decades, which has helped feed the world's ever-increasing population.

Diversification Opportunities and Food Security

Salinas' continued importance as a protector and provider of our nation's food security also emphasizes the importance of Salinas' relevance to overall national and homeland security. This added relevance may also create other opportunities to develop related technologies within the local economy.

This presents added economic diversification opportunities with the increasing need for financial and data privacy, especially with the growing prevalence of mobile banking and financial services as well as explosive growth of Internet shopping and web-based data sharing and retrieval.²⁴ In addition, with the convenient proximity of the Naval Postgraduate School in Monterey, which is focused on national and homeland security issues, Salinas is well positioned to nurture businesses that potentially create additional technologies, including:

- Cyber Security.
- Financial Management.
- Bioscience.
- Monitoring and Remediation of natural resources.
- Global Positioning Systems for Agriculture, Finance, etc.

Global Market Influence

Economic globalization is a historical process, the result of human innovation and technological progress. It refers to the increasing integration of economies around the world, particularly through the movement of goods, services, and capital across borders. Because of Monterey County's preeminent position as a world-class agricultural economy,

Through the development of its "Fresh Network" with off-season-production in Mexico, Arizona, and Colorado, consumer markets in across the United States, Europe, Asia, and Latin America, labor supply from Mexico and Latin America, and capital from all regions, Salinas is a prime example of reaping the benefits of globalization through its Fresh Network.

Furthermore, the growth in global markets has helped to promote efficiency through competition and the division of labor—the specialization that allows people and economies to focus on what they do best. Global markets also offer greater opportunity for people to tap into more diversified and larger markets around the world. It also means that they can have access to more capital, technology, cheaper imports, and larger export markets.

²⁴ "An Innovative Economic Strategy for the City of Salinas, California - Fresh Network with Global Ramifications", prepared for the City of Salinas by Lon Hatamiya, March 2012.

For Salinas to fully maximize its already established global presence through its international Fresh Network, additional global partnerships could provide the necessary impetus for further economic growth and diversity. International partnerships can be logically expanded to include many areas of the world; however, historic and natural connections are a basis for initial expansion. These relationships, previously established through Salinas' unique international "vegetable diplomacy," can also provide an added perspective on innovative suggestions for new technologies, industries, and sectors to be explored and implemented by Salinas into the remainder of the 21st Century. While global market influence is largely an external factor that is outside of the City's ability to influence, Salinas' economic development activities can influence agricultural businesses' relocation decisions and help facilitate other actions that support the agricultural cluster. This can potentially include direct outreach, business retention and expansion initiatives, planning support for business support facilities, etc. While they do not directly influence the global economy, economic development can help position Salinas businesses to continue taking a leadership role in Monterey County's niche within the global economy.

Role of Agricultural Technology

Salinas' future economic survival and sustainability will be found in the creativity of its citizens and their ability to adapt to changing times and places, as well as their ability to continue to work within an increasingly globalized world through the development and refinement of technology. Furthermore, for Salinas to determine its own economic future, jobs will need to be created in sectors dissimilar from the past, but also related to opportunities in ag tech. Many of the most innovative ag tech companies are either centered in the area or are focused on applied research and commercial applications in the vegetable growing fields of the surrounding Monterey Bay region.

Moreover, a basic tenet of economic development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm, and community potential.²⁵ With that in mind, the future of Salinas' economic growth should come from an increased commitment to nurturing its greatest economic strength—agricultural production and distribution—but also an increased emphasis on technology-based industries mentioned above, especially as they relate to agricultural innovation.

The Ag Center would potentially serve as an asset that can help nurture Salinas' expansion into Ag Tech applications. A more detailed discussion of the Ag Center is presented in **Chapter 5**.

²⁵ As defined by the US. Department of Commerce, Economic Development Administration

Topical Conclusions: Crop Trends and Industrial Production

Policy Implications

- While agricultural production supports a wide range of other business activity in Monterey County and Salinas, gaps in the supply chain still exist.
- Crop production in Salinas has seen shifts in individual crop commodities but remains dominant in crops that largely go directly to consumer. This limits the opportunities to expand food manufacturing and processing.
- Supplier relationships with various industries create potential opportunities for business development in Salinas because of unmet local demand. Several of these sectors are emerging industries that do not yet have a high concentration but have shown recent growth.
- Cannabis is a growing part of agricultural production but has been treated as more of a separate entity from other farming activities.

Needs for Ongoing Tracking

- Establish regular communications with ag producers to stay on top of opportunities to attract supplier businesses and sought-after value-added firms to Salinas, while identifying business location needs for existing supplier businesses.
- Monitor crop production trends, and how recent shifts in crop production during the pandemic might be temporary or persistent.
- For Monterey County's crop production, what commodities are currently shipped out of the region for processing, and what can be processed locally? Also, what opportunities exist for expansion of local processing and manufacturing?
- Further consider accommodation of cannabis production as the industry evolves.

Suggested Action Items

- Ensure that Salinas' supply of industrial space is adequate for supplier industries that might want to locate in Salinas.
- Identify the types of supplier businesses that Salinas is in position to accommodate, and which ones would not be suited for Salinas.
- Maintain communication with prominent agricultural production businesses in Salinas and identify the extent of their operations in Salinas.
- Outreach to local cannabis producers that can help identify potential demand and constraints on local resources as that sector expands.

5. Agricultural Economy Growth Dynamics: Issues and Options

Job Growth Outlook and Space Demand

Required Space Type and Acreage

As shown in **Table 18**, the projected employment growth in Salinas through 2031 will potentially support over 350,000 square feet of industrial space. In addition, wholesale trade job growth will potentially support nearly 200,000 square feet and transportation and warehousing growth could potentially support as much as 100,000 square feet of space in Salinas. Altogether, this represents nearly 650,000 square feet of industrial and similar building space that would be needed over the next 10 years. Depending on the floor area ratio (FAR) assumption, this potentially creates demand for over 40 acres of industrial land.

Over a 20-year period, assuming no change in the lower job growth assumption, this potentially generates around 1.4 million square feet of demand, with a potential land requirement of over 90 acres.

It should be noted that the projected job growth would represent a significant slowdown from the job growth trends over the past decade. If the growth projection continues the high growth trend that Salinas experienced over the past decade, then the overall demand for industrial space would come out to nearly 2 million square feet of industrial space, with a potential land demand of up to 130 acres. Over a 20-year period, this high growth scenario would result in more than 4.7 million square feet of industrial space demand, and a potential land demand of more than 300 acres.

In addition, the square footage demand does not include agricultural production, which generally supports outdoor and greenhouse operations that do not require built-up industrial spaces. However, many of the most prominent crop types in Monterey County, such as lettuce and salad products, require refrigerated storage and chilling facilities before heading to market. This increases the potential need for light industrial spaces. It should be noted that the need for expanded cooler functions does not depend on large demand for more workers. Because of the high cost for these facilities, the private sector has been hesitant to take on the construction risk. A separate study is underway that looks at an Enhanced Infrastructure Financing District (EIFD) as an option that can help make this kind of development more feasible.

Table 18
Projected Demand for Building Space -- Select Land Use Categories
Salinas and Monterey County

		City of Salinas			Monterey County		
		2021 to 2031 Projected Job Change	Square Feet Per Job	Projected Square Footage Demand Change	2021 to 2031 Projected Job Change	Square Feet Per Job	Projected Square Footage Demand Change
Industry	NAICS Code						
Industrial	21, 22, 31-33	447	800	357,901	277	800	221,901
Wholesale Trade	42	318	600	190,857	197	600	118,257
Transportation and Warehousing	48	39	2,200	85,800	190	2,200	418,000
Office	51-55	53	250	13,250	238	250	59,500

Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)
Manufacturing and wholesale trade employment growth is adjusted to historical trends.

Development Context for Salinas Ag-Industrial Center

Salinas is undersupplied in terms of available industrial space and land, with poorly located pockets of agricultural service providers located across town from Abbott Street. Industrial markets are very tight and offer few options for interested investors. The low vacancy rates in the overall industrial building category suggest that the tight building inventory can constrain business development and job growth in Salinas.

The Salinas Agricultural Industrial Center (the Ag Center), a 257-acre ag-related industrial park located within Salinas, presents an opportunity for the City to revitalize and expand their industrial offerings, attracting new facilities and users. Recent land use plans prepared for the Ag Center anticipate the center will contain approximately 1.5 million square feet of major industrial uses (agricultural processing center), 2.0 million square feet of minor industrial uses (ag. cooling, distribution, & general light industrial), and 770,000 square feet of minor (Flex) industrial uses (sales, contractor yards). The expected capital subsidy of \$35 million (2023 \$) to be provided by the City based on new property tax increment generated by the site should be an effective approach to keeping the cost of land and space at levels affordable to support industry.

Although the developer has proposed to develop supporting infrastructure over a 4- to 6-year time span beginning in 2026, allowing for ongoing absorption thereafter, actual timing will depend on specific market dynamics which are difficult to estimate with certainty. The proposal does not yet have a firm commitment.

The traditional technique of using published job projections, converted into square footage using stated job and employment assumptions, only tells part of the story and is not a complete basis for Ag Center support. Relatively traditional and conservative projections in this regard estimate approximately 650,000 square feet of supportable industrial and related distribution and warehousing space in the next decade, or 1.4 million square feet over the next 20 years. It would be reasonable to equate this demand to that for speculative light industrial, flex, sales, and contractor space, building on expected cooler development at the outset of the project, and not recognizing "one-off" owner user deals that could dramatically expedite the buildout rate. If the actual job growth is closer to what the growth pattern for Salinas has been over the past decade, then the square footage demand would be closer to 2 million square feet.

However, the projected demand does not fully account for unique attributes of the local agricultural economy and the fact that Salinas is a global hub for industry headquarters. It is anticipated that a substantial project such as the Ag Center will shift regional demand to the Salinas Valley to a certain extent. In addition, much of the existing plant and equipment in Salinas is fully depreciated and beyond practical reinvestment.

As such, there are likely several substantial relocations that will transpire in the City, effectively capturing development that may have otherwise sought space further south on Highway 101, and effectively expanding development opportunities for close-in land adjacent to the City's increasingly vital downtown and surrounding districts with high development potential. Even a single fulfillment center could dramatically expedite buildout.

As an example, the Growers Ice site in Salinas encompasses approximately 26 acres, with much of the land area used for cooling. The Ag Center would potentially serve as an option for this type of redevelopment and potential site relocation activity.

Thus, it is estimated that the Ag Center offers a viable option to expand land supply for 20 or more years for vertical buildout and absorption, after which time the City will need to further consider the path of growth for the industry. As discussed in this report and below, the consolidation of such uses to the Abbott Street area is viewed as a positive long-term approach to resolving traffic issues and better organizing the City to respond to housing and other infill uses.

Perhaps the most uncertain land use in the Ag Center at this time is that of speculative "flex" space serving R&D, sales, contractor uses. In particular, the R&D component is something that has been cited as an unmet need by the industry. Pro forma analysis of this product by EPS indicates that a 13 percent to 14 percent lease rate increase may be necessary to achieve feasibility using simple return on cost metrics. However, market improvements in combination with other efforts to improve development dynamics in the City and reduce costs may help the realization of this important future use.

The developer has proposed establishing backbone infrastructure by 2032, opening up major land capacity in Salinas for the first time in decades. Given the limited opportunities afforded in Salinas, it will be important to evaluate the probable market response based on additional outreach and marketing, and it is highly likely that phasing of the project may need to be tempered as additional market intel is gathered.

The Ag Center's benefits are primarily in facilitating new cooler space, and providing infrastructure facilitating speculative development at a scale which has not been seen in Salinas in decades. The degree and rate of speculative industrial space absorption is uncertain, as is the behavior of potential owner-users seeking build-to suit space.

Real Estate Dynamics

Housing

For decades, California has faced a housing crisis related to its significant unhoused population and lack of affordability, including providing much-needed housing for farmworkers. Many agriculture-based economies boast a moderate climate that many find attractive when choosing a place to live or travel, such as Monterey County. Monterey County, which comprises both an agriculture- and tourism-based economy, has a bifurcated population with both the service and farm workers that serve the community not being able to afford to live there. The West Area and Central Area Specific Plans include provisions for housing, much of which will be market rate and appeal more to tech workers. While market rate housing will likely be out of reach for most agricultural workers, it will help Salinas reach its growth targets and potentially lead to more balanced economic development by increasing the overall size of the labor force. In addition, new housing inventory will create “move up” opportunities for existing households.

A 2018 study done for the Salinas Valley and Pajaro Valley regions indicated a farmworker housing shortage of more than 45,500 units.²⁶ Types of housing that is needed to help alleviate the farmwork housing shortage include:

- Family housing.
- Intergenerational- encourage mutual self-reliance child and elder care (Desert Gardens Apartments in Indio, California).
- H-2A worker lodging.

The above housing types need to be affordable, whether subsidized by the government or affordable by design is a necessity now with more than half of renters and 33 percent of homeowners defined as housing cost-burdened, which means that a household pays more than 30 percent of its income on housing costs. Estimated affordability based on the City’s median household income of \$67,900 reflects a monthly rent of about \$1,700 or a purchase price of \$207,500. The average median sales price of a home in the City is \$675,000 (as of 2022) and average rent is close to \$2,000, indicating a gap in what residents can afford to pay in rent and a major gap in potential home ownership.

²⁶ Farmworker Housing Study and Action Plan for Salinas Valley and Pajaro Valley, prepared by California Institute for Rural Studies, June 2018.

Affordable by design housing includes:

- **Physical design of units.** Units that have a smaller square footage or lot size, or attached units such as condominiums, townhomes, and apartments. The units can be built using modular or prefabricated construction.
- **Tenancy.** Housing setups such as cohousing or single room occupancy (SROs, co-housing) where common areas are typically shared.
- **Financing elements.** This includes alternative financing structures housing cooperatives where each tenant owns a share of the housing, but not their unit outright and rent-to-own units, where tenants typically pay rent for a certain amount of time with the option to purchase the home before the lease expires, in some cases part of the rent is applied toward the purchase price.

Industrial Market Overview

The overall industrial market situation in Monterey County, and the cities of Salinas, King City, and Gonzales has seen little growth over the past decade with an inventory increase of only 3 percent as shown in **Table 19**. The City of Salinas comprises over 60 percent of the County's industrial space and represents about 43 percent of growth between 2013 and 2023, also accounting for about 43 percent of the County's vacant space.

The net absorption for the overall industrial building in market totaled nearly 790,000 square feet between 2013 and 2023, with an average annual net absorption of nearly 72,000 square feet.

Manufacturing

Table 20 compares manufacturing trends in Salinas with the other comparison cities and Monterey County. The findings reveal several patterns and variations over the years.²⁷

For manufacturing square footage, Salinas maintained a consistent inventory of nearly 1.2 million square feet from 2013 to 2023, showing no change in square footage over the years. Similarly, King City and Gonzalez also had constant inventory sizes without any significant changes. Monterey County's inventory expanded by about 80,000 square feet (0.4 percent), growing from about 2.15 million square feet in 2013 to 2.23 million square feet in 2023.

²⁷ CoStar broadly defines manufacturing uses as "a sub-type of an industrial building primarily used for manufacturing products. May also include warehousing or distribution areas CoStar Glossary; <https://www.costar.com/about/costar-glossary>

Table 19
All Industrial Building Trends (2013-2023)
Salinas, Monterey County, and Comparison Cities

**City of Salinas
Industrial Trends**

Item [1]	Industrial											Difference (2013-2023)	Average Annual % Change (2013-2023)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Inventory (Sq. Ft.)													
City of Salinas	13,349,402	13,349,402	13,349,402	13,359,297	13,382,922	13,588,206	13,606,206	13,587,192	13,587,192	13,587,192	13,587,192	237,790	0.2%
City of King City	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	1,590,902	-	0.0%
City of Gonzalez	786,109	786,109	786,109	786,109	786,109	799,609	930,009	930,009	930,009	930,009	930,009	143,900	1.7%
Monterey County	21,497,135	21,497,135	21,497,135	21,507,030	21,679,655	21,905,439	22,071,823	22,052,809	22,052,809	22,052,809	22,052,809	555,674	0.3%
Salinas as % of Monterey County	62.1%	62.1%	62.1%	62.1%	61.7%	62.0%	61.6%	61.6%	61.6%	61.6%	61.6%	42.8%	-
Inventory (Buildings)													
City of Salinas	468	468	468	469	470	474	475	474	474	474	474	6	0.1%
City of King City	22	22	22	22	22	22	22	22	22	22	22	-	0.0%
City of Gonzalez	24	24	24	24	24	25	26	26	26	26	26	2	0.8%
Monterey County	855	855	855	856	859	865	868	867	867	867	867	12	0.1%
Salinas as % of Monterey County	54.7%	54.7%	54.7%	54.8%	54.7%	54.8%	54.7%	54.7%	54.7%	54.7%	54.7%	50.0%	-
Vacancy Rate (Percentage)													
City of Salinas	0.9%	0.7%	0.7%	-	-	-	-	-	0.1%	-	0.2%	(0.7%)	(14.0%)
City of King City	42.2%	41.7%	41.7%	63.8%	62.5%	-	0.2%	-	3.1%	3.3%	16.6%	(25.6%)	(8.9%)
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	8.0%	5.7%	5.3%	4.3%	5.0%	1.5%	1.7%	1.9%	1.7%	1.5%	3.3%	(4.7%)	(8.5%)
Vacant Space (Sq. Ft.)													
City of Salinas	880,127	403,570	390,531	238,571	288,739	182,089	81,633	175,597	213,413	161,819	304,945	(575,182)	(10.1%)
City of King City	1,071,673	663,453	663,153	1,014,330	993,920	-	2,664	-	49,500	52,300	264,800	(806,873)	(13.0%)
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	2,612,983	1,934,108	1,877,898	1,393,580	1,513,755	447,987	417,498	469,876	348,167	343,167	716,513	(1,896,470)	(12.1%)
Salinas as % of Monterey County	33.7%	20.9%	20.8%	17.1%	19.1%	40.6%	19.6%	37.4%	61.3%	47.2%	42.6%	30.3%	-
Net Absorption													
City of Salinas	(24,320)	476,557	13,039	161,855	(26,543)	311,934	118,456	(112,978)	(37,816)	51,594	(143,126)	-	-
City of King City	102,800	36,700	100	15,200	12,200	552,100	(2,664)	2,664	(49,500)	(2,800)	(212,500)	-	-
City of Gonzalez	-	-	-	-	-	13,500	130,400	-	-	-	-	-	-
Monterey County	77,693	486,959	88,027	218,939	24,350	966,168	127,803	(69,952)	54,322	35,500	(393,685)	-	-

Source: CoStar data retrieved May 2023; EPS.

[1] Unless otherwise noted, data reflects Q4 of each year. Dashes signify no data available through CoStar.

Table 20
Manufacturing Building Trends (2013-2023)
Salinas, Monterey County, and Comparison Cities

City of Salinas
Manufacturing Trends

Item [1]	Manufacturing											Difference (2013-2023)	Average Annual % Change (2013-2023)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Inventory (Sq. Ft.)													
City of Salinas	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	1,194,461	0	0.0%
City of King City	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	13,800	-	0.0%
City of Gonzalez	393,753	393,753	393,753	393,753	393,753	393,753	393,753	393,753	393,753	393,753	393,753	0	0.0%
Monterey County	2,150,060	2,150,060	2,150,060	2,150,060	2,234,060	2,234,060	2,234,060	2,234,060	2,234,060	2,234,060	2,234,060	84,000	0.4%
Salinas as % of Monterey County	55.6%	55.6%	55.6%	55.6%	53.5%	53.5%	53.5%	53.5%	53.5%	53.5%	53.5%	0.0%	-
Inventory (Buildings)													
City of Salinas	30	30	30	30	30	30	30	30	30	30	30	0	0.0%
City of King City	1	1	1	1	1	1	1	1	1	1	1	-	0.0%
City of Gonzalez	5	5	5	5	5	5	5	5	5	5	5	0	0.0%
Monterey County	60	60	60	60	61	61	61	61	61	61	61	1	0.2%
Salinas as % of Monterey County	50.0%	50.0%	50.0%	50.0%	49.2%	49.2%	49.2%	49.2%	49.2%	49.2%	49.2%	0.0%	-
Vacancy Rate (Percentage)													
City of Salinas	1.9%	1.9%	0.8%	0.3%	11.4%	0.2%	0.7%	-	-	0.1%	13.4%	(0.1)	(0.2)
City of King City	8.7%	-	-	-	-	-	-	-	-	100.0%	100.0%	(0.9)	(0.3)
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	1.3%	1.2%	0.4%	0.1%	6.1%	0.3%	2.6%	3.2%	2.2%	2.9%	10.0%	(0.1)	(0.2)
Vacant Space (Sq. Ft.)													
City of Salinas	22,920	23,109	9,303	3,000	136,282	1,800	8,175	-	-	1,603	160,090	137,170	21.5%
City of King City	1,200	-	-	-	-	-	-	-	-	13,800	13,800	12,600	27.7%
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	27,222	26,711	9,303	3,000	136,282	7,010	58,175	72,000	50,000	65,403	223,890	196,668	23.5%
Salinas as % of Monterey County	84.2%	86.5%	100.0%	100.0%	100.0%	25.7%	14.1%	-	-	2.5%	71.5%	69.7%	-
Net Absorption													
City of Salinas	(4,500)	(189)	13,806	6,303	(133,282)	134,482	(6,375)	8,175	-	(1,603)	(158,487)	-	-
City of King City	2,400	1,200	-	-	-	-	-	-	-	(13,800)	-	-	-
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	2,948	511	17,408	6,303	(49,282)	129,272	(51,165)	(13,825)	22,000	(15,403)	(158,487)	-	-

Source: CoStar data retrieved May 2023; EPS

[1] Unless otherwise noted, data reflects Q4 of each year. Dashes signify no data available through CoStar.

Salinas accounts for approximately 53.5 percent of the total manufacturing inventory in Monterey County, experiencing a slight decrease of 2.1 percent over the period. According to CoStar data, the number of manufacturing buildings in Salinas remained consistent with 30 buildings during this period. The other cities and Monterey County also had stable inventory of manufacturing buildings without significant variations.

The vacancy rate in Salinas has fluctuated in recent years, going from 0.2 percent in 2018 to the current figure of 21.6 percent in 2023. This suggests shifts in demand for manufacturing space in Salinas, even though employment has grown at a high rate over the past decade. Given the relatively small number of buildings classified as industrial, the data can also be driven by business location decisions by an individual business or small group of businesses. The vacancy rate in Monterey County ranged from 0.1 percent to 10.0 percent, with the highest rate observed in 2023. Salinas has had a higher vacancy rate compared to Monterey County in most years.

The inventory of vacant space increased from 1,800 square feet in 2018 to 160,090 square feet in 2023. In Monterey County, the vacant space ranged from 3,000 square feet to about 223,900 square feet, with the highest amount observed in 2022.

Overall, the data suggests that the inventory of manufacturing buildings in Salinas has been relatively tight with very little growth or movement. The trends indicate that there is little room for existing companies to expand or new companies to enter the market.

Light Industrial

Light industrial buildings represent a broad classification of buildings that can include manufacturing, fabrication, assembly, warehousing, distribution, maintenance, and/or processing activities. For light industrial buildings, Salinas' inventory has remained relatively stable from 2013 to 2023. These types of buildings are generally suited to a broad range of business activities and can also potentially accommodate operations for manufacturing establishments as well. Salinas' 11.4 million square feet of inventory comprises 64 percent of the County's supply, only increasing by 1 percent over the past decade. King City and Gonzalez did not observe any change in their light industrial inventory over the same period. See **Table 21**.

Between 2013 and 2023, Salinas' vacancy rates remained low and ranged between 0.4 and 6.4 percent with an extremely tight vacancy rate of 1.0 percent in 2023. Overall Salinas exhibited a lower vacancy rate than King City and Monterey County, suggesting a comparatively stronger demand for light industrial space in Salinas. The lack of space in Salinas may partly explain the lack of activity occurring in this sector, as a healthy market will generally have some modicum of vacant space facilitating the movement of firms within the market.

Table 21
Light Industrial Building Trends (2013-2023)
Salinas, Monterey County, and Comparison Cities

City of Salinas
Light Industrial Trends

Item [1]	Light Industrial											Difference (2013-2023)	Average Annual % Change (2013-2023)
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023		
Inventory (Sq. Ft.)													
City of Salinas	11,321,012	11,321,012	11,321,012	11,321,012	11,344,637	11,429,921	11,447,921	11,447,921	11,447,921	11,447,921	11,447,921	126,909	0.1%
City of King City	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	1,409,854	-	0.0%
City of Gonzalez	372,556	372,556	372,556	372,556	372,556	386,056	516,456	516,456	516,456	516,456	516,456	143,900	3.3%
Monterey County	17,685,625	17,685,625	17,685,625	17,685,625	17,774,250	17,880,034	18,028,434	18,028,434	18,028,434	18,028,434	18,028,434	342,809	0.2%
Salinas as % of Monterey County	64.0%	64.0%	64.0%	64.0%	63.8%	63.9%	63.5%	63.5%	63.5%	63.5%	63.5%	37.0%	-
Inventory (Buildings)													
City of Salinas	352	352	352	352	353	356	357	357	357	357	357	5	0.1%
City of King City	13	13	13	13	13	13	13	13	13	13	13	-	0.0%
City of Gonzalez	18	18	18	18	18	19	20	20	20	20	20	2	1.1%
Monterey County	616	616	616	616	618	623	625	625	625	625	625	9	0.1%
Salinas as % of Monterey County	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	57.1%	55.6%	-
Vacancy Rate (Percentage)													
City of Salinas	6.4%	2.3%	2.3%	2.0%	1.3%	1.6%	0.4%	1.5%	1.7%	1.4%	1.0%	(5.4%)	(16.9%)
City of King City	38.4%	37.5%	37.5%	36.6%	36.3%	-	0.2%	-	-	-	17.8%	(20.6%)	(7.4%)
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	8.0%	5.5%	5.2%	4.7%	4.8%	1.8%	1.6%	1.9%	1.4%	1.2%	2.6%	(5.4%)	(10.6%)
Vacant Space (Sq. Ft.)													
City of Salinas	728,544	265,266	259,133	228,130	142,327	177,489	48,309	170,013	195,670	160,216	116,601	(611,943)	-16.7%
City of King City	541,400	528,600	528,500	515,500	511,800	-	2,664	-	-	-	251,000	(290,400)	-7.4%
City of Gonzalez	-	-	-	-	-	-	-	-	-	-	-	-	-
Monterey County	1,410,569	970,064	914,969	825,558	855,282	321,260	286,827	340,898	248,024	225,264	475,508	(935,061)	-10.3%
Salinas as % of Monterey County	51.6%	27.3%	28.3%	27.6%	16.6%	55.2%	16.8%	49.9%	78.9%	71.1%	24.5%	65.4%	-
Net Absorption													
City of Salinas	9,088	5,775	(6,476)	19,771	970	9,330	16,041	(1,664)	3,607	-	-	-	-
City of King City	88,000	12,800	100	13,000	3,700	511,800	(2,664)	2,664	-	-	(251,000)	-	-
City of Gonzalez	-	-	-	-	-	13,500	130,400	-	-	-	-	-	-
Monterey County	84,293	440,505	55,095	89,411	58,901	639,806	182,833	(54,071)	92,874	22,760	(250,244)	-	-

Source: CoStar data retrieved May 2023; EPS.

[1] What is included in the light industrial trend is distribution, truck terminal, warehouse, food processing, light industrial, refrigeration/cold storage. Unless otherwise noted, data reflects Q4 of each year.
Dashes signify no data available through Costar.

The Ag Center potentially plays an important role in the future provision of this important product segment. In addition, the City's role in facilitating discussions between business operators and commercial real estate interests can also prove important to ensuring that the inventory of building space in Salinas is aligned with the demand from the business community.

Two other similar subcategories are service-showroom and flex buildings. These types of spaces represent distinct building categories but are not a major factor in the overall industrial building market for Salinas and Monterey County.

Service-showroom spaces had an overall inventory of less than 1 million square feet in Monterey County in 2023, with Salinas accounting for nearly 570,000 square feet. This category has seen similarly tight inventory countywide with low vacancy rates, and limited change to the inventory.

Flex spaces can incorporate multiple uses, including offices, within a building footprint similar to a regular industrial building. Monterey County had an overall inventory of nearly 550,000 square feet of flex space, with less than 25,000 square feet in Salinas. The inventory did not change much over the past decade, and the vacancy rates are low, like the overall industrial building market.

Barriers to Industry Expansion and Potential Solutions/Innovation and Market Opportunities

This section summarizes physical barriers to industry expansion opportunities discussed in this report. The findings chiefly cover circulation, land use patterns, economic competitiveness, and water infrastructure. More detailed expositions of these findings can be found in **Appendix A**.

Economic Competitiveness

Monterey Region vs Other Regions

Monterey County's agricultural sectors are distinct from other prominent agricultural regions, such as the Central Valley, because of a product mix that makes greater use of refrigerated storage. As indicated in the employment data, Monterey County does not have a strong base of transportation and warehousing businesses. However, the focus groups indicated a strong demand for these types of facilities, not necessarily as standalone businesses, but as facilities that operate as part of an integrated agribusiness.

Monterey County does have a comparatively low concentration of logistical facilities and services. This stands in contrast to areas in the Central Valley that have become major logistical centers over the past decade. Also, a primary concern for Monterey County centers on the water supply and infrastructure.

Salinas vs Other Regional Options

Salinas stands to benefit from Monterey County's agricultural production assets. While Salinas is not as concentrated in farming activity, the city serves as an important center for the supplier industries, and administrative and managerial functions for agricultural.

I. Connecting Infrastructure (Streets and Rail-lines)

A. Poor access to U.S. Highway 101, particularly for agricultural industrial businesses located in the Abbott Street corridor is universally seen as an economic challenge and an influence on business location/expansion decisions.

Existing circulation constraints have and will continue to be a disincentive for existing agricultural businesses in the southwest portion of the City. While not explicitly expressed by focus group participants as a likely sole rationale for curtaining new investment in Salinas, circulation challenges were universally identified and noted as a potentially important variable in Mann Packing's decision to relocate to Gonzales.

Agricultural industrial businesses in and near the Abbott Street industrial corridor have long been concerned about circulation constraints, as identified in the transportation analysis conducted for the Salinas Ag Center, and the public outreach process for the Economic Development Element (EDE). Several sector stakeholders also noted the poor pavement conditions on a number of roadways in and around the industrial core as indicative of a decline in the quality of the transportation system.

This includes heavy-duty truck access from Highway 101 back to the industrial areas. Studies have identified congested conditions and limited access due to limited roadway capacity. Due to uncertainty about mitigation feasibility for a number of improvements, the Salinas Ag-Industrial Center EIR found many impacts to be potentially significant and unavoidable.

Circulation improvements needed to resolve operational challenges are known, but their implementation is constrained by funding and physical limitations along some routes. The Transportation Agency of Monterey County (TAMC) is in the preliminary planning stages for a project to improve the U.S. Highway 101/Abbott Street interchange. This could provide some incremental relief, particularly for future end users in the Salinas Ag Center.

II. Land Use Patterns

A. **Other than the Salinas Ag Center, the City has a limited supply of vacant, greenfield industrial land in locations likely to attract agricultural industrial business growth, particularly for businesses with significant land demand needs.**

Key stakeholders in the City's agricultural industrial business community have identified a lack of industrial land supply available for business expansion/development where development costs are feasible. The Ag Center site is the "ripest" site for agricultural industrial business development due primarily to its advanced entitlement status. The rate at which development absorption will occur is unknown at this time. Regardless, it is prudent for the City to be planning for longer-term agricultural industrial development capacity as such is important for longer term growth and for managing industrial land costs through adequate competition.

Land Development Barriers

As indicated in **Chapter 6**, a contingency would entail planning for other potential development sites. These would include the Economic Opportunity Areas (EOA) identified in the Economic Development Element (EDE), lands adjacent to the Ag Center, and revitalization of Abbott Street and West Market Street.

One contingency for expanding potential development site options is existing industrial land capacity designated through the General Plan. The Salinas General Plan is currently undergoing a comprehensive update. Some industrial designations under the current General Plan are included in the opportunity areas to the west (EOA D-Airport West) and east (EOA G-Alisal/Airport East) of Salinas Municipal Airport, as shown in Figure 1. While these opportunity areas potentially provide 343 acres and 396 acres of land area, respectively, for industrial development, the General Plan update has proposed carving portions of EOA D out for open space addressing flooding and water recharge needs.

Another option would be to look at creating synergy between the Ag Center and the surrounding land areas. Because of similar uses, new greenfield agricultural industrial development in those areas could create synergies with compatible types of businesses while minimizing the costs of extending/expanding infrastructure to serve that development.

The contingent strategy for the land areas adjacent to the Ag Center is complicated by constraints poised to extending infrastructure outside the boundaries of the Ag Center. The project includes agricultural buffer easements along these boundaries that would prevent such extensions. The buffer easement agreement that stipulates this constraint has not been executed.

Potential also exists to stimulate revitalization of existing underutilized/vacant parcels in the Abbott Street and West Market Street areas and/or parcels that could be vacated by agricultural industrial businesses that relocate to the Ag Center site. The City should consider expanding land use flexibility within the Abbott Street industrial area and the West Market Street corridor to allow a much broader mix of use types. Opportunities exist to capitalize on the evolution of the agricultural sector towards technology innovation and to enable the development prototype/flexibility needs of such businesses.

Further opportunities include locating workforce housing and/or commercial spaces closer to employment centers. With such flexibility, particularly along the West Market Street corridor, the City may have the opportunity to create innovative districts with distinctive identities that attract economic development. Revitalization success will also be contingent on the City's ability to provide incentives.

The implementation recommendations and further discussion of the site constraints are found in **Chapter 6** and **Appendix A**.

III. Water Supply

A. Water supply should be viewed as a constraint to economic vitality of the agricultural industrial sector and is likely to become increasing so.

Cal Water extracts groundwater from the 100/400-foot aquifer to supply agricultural industry in Salinas. The aquifer is in overdraft condition. New demand from expanded operations on existing sites and/or revitalization of underutilized/vacant sites would worsen overdraft conditions; such demand could come under heightened scrutiny.

Water supply availability may not be a constraint to developing the Ag Center, because the project replaces agricultural demand with urban demand, with the net outcome of no overdraft exacerbation (per the water supply assessment prepared for the project).

Farmers are already making decisions about moving agricultural production and associated processing and packaging operations to other locations and/or extending the duration of production in other locations in part due to concerns about water supply availability.

Water Supply Barriers

Water supply availability is a key concern for agricultural industrial sector stakeholders as it affects both the direct and indirect financial viability of their businesses. Sufficient supply to accommodate business expansion going forward and sufficient supply for continuing agricultural crop cultivation are cited as the two main potential constraints. Potential constraints stem primarily from the perceived threat of water supply being constrained to ensure sustainability of groundwater supply.

Groundwater Sustainability Planning

Agricultural industry stakeholders and the City understand the implications of groundwater sustainability plans (GSP) developed by the Salinas Valley Groundwater Sustainability Agency (GSA). The status of groundwater supply, both quantity and reliability, suggests that constraints on water supply availability are possible now and in the future. These constraints include historical overdraft of groundwater (with agricultural demand accounting for 90 percent). In addition, the GSP underestimates future subbasin overdraft for urban growth that occurs as infill rather than new expansion onto agricultural land. Overdraft can be mitigated by reducing pumping or recharging the subbasin through direct or in-lieu means.

There may be sufficient uncertainty on the part of the agricultural industry and farmers regarding fair share costs to consider options to continuing to re-invest in the Salinas Valley and Salinas. This has potential to be a negative influence on agricultural productivity and on the economic health of the agricultural industrial sector.

Urban Water Supply—Relationship to Groundwater Management

Cal Water's *2020 Urban Water Management Plan* (UWMP) is the purveyor-level plan for providing water to areas of the City that are home to its existing agricultural industrial businesses and future businesses (e.g., Salinas Ag Industrial Center). The UWMP is now being implemented under the umbrella of groundwater supply management planning being conducted and implemented by the GSA.

While Cal Water believes that groundwater supply will meet future demands, the Sustainable Groundwater Management Act may impact future supply reliability. Projected industrial water demand shows zero growth between 2020 and 2045. Cal Water would be subject to pumping reductions/allowances should such be required by the GSA in the future. The Ag Center was projected to have no net impact on groundwater overdraft because it would convert agricultural water demand to urban demand.

IV. Industrial Wastewater Treatment

A. Industrial wastewater treatment capacity at the City's industrial wastewater treatment facility (IWTF) is limited.

Limited capacity is currently a constraint to agricultural industrial sector business growth, and as a result, also potential constraint to business retention. Concern about this constraint is universal to associated stakeholders. However, the City is now actively planning IWTF expansions for the short term and for the medium to long term that should provide increased stakeholder confidence that the constraint can be resolved. These expansions may help catalyze development of the Salinas Ag Center by reducing uncertainty about the cost and timing of securing new industrial wastewater treatment capacity.

Treatment Capacity Barriers

The IWTF accepts wastewater flow from 23 different industrial facilities and is operating at or near its permitted capacity of 4.0 million mgd.

Limited capacity at the IWTF is a barrier to existing businesses who may wish to expand operations at their existing locations, businesses who may wish to locate on existing vacant and/or underutilized infill industrial parcels, and to new businesses that could be located within the Ag Center industrial business stakeholders were near universally concerned about this issue.

The IWTF must be expanded to accommodate any new source(s) of treatment demand, due to insufficient capacity even with the City's agreement with Monterey One Water (M1W) to pipe wastewater to their regional plant.²⁸ To further complicate existing operational conditions, the IWTF overtopped during recent storms. **Industrial wastewater mixed with flow in the Salinas River. The Regional Water Quality Control Board has indicated that the City must invest improvements to better flood proof the facility—a significant cost that had not been anticipated by the City.**²⁹

²⁸ M1W has recently stated that it can no longer take the wastewater because it doesn't meet M1W standards. If this continues to be the case, the effective capacity of the IWTF would be reduced by this amount.

²⁹ David Jacobs, City of Salinas Public Works Director, March 15, 2023

6. Summary of Major Findings and Next Steps

Salinas serves as an economic hub to a world-class agriculture and farming region. These sectors have served as centers for jobs and innovation. The City of Salinas has embarked on an update to its General Plan and has prioritized the role of agriculture in its long-range planning in addressing the opportunities and challenges to agriculture as the community moves forward with the General Plan update.

The following conclusions and suggested actions stem from preceding discussion as well as supplemental input provided by the industry, as cited. EPS held numerous interviews, discussions, and focus group sessions with major agricultural goods producers anchoring the sector to supplement research.

The focus of this section is to provide an informed summary of pivotal information on the Salinas economy that may be used as a basis for policy structure.

I. Condition of agricultural economy around Salinas and its influence on jobs and development

A. What is the condition of the driving agricultural economy around Salinas and how does it influence jobs and development in the City?

1. Salinas is a global ag-tech player and is the center of the fresh produce industry in the U.S.

Over time it will lose certain operations to other parts of the region, mostly on the basis of cost sensitivity. Salinas can improve its competitive position and retain some of the firms that may be “on the fence”, but it should seize the opportunity to expand its role in ag-tech, gravitating to higher value, higher paying uses and jobs over time. Ideally, residents of the region would be trained and ascend the career ladder, in addition to the potential expansion of the market to accommodate new labor force from outside areas. Salinas is not only the epicenter for implementation of new technologies in the fertile fields surrounding the City, but it is also home to the Western Growers Center for Innovation and Technology, which incubates start-up companies and assists in their further development and commercial application.

The Ag center facility is planned as a large, modern, and efficient cooling facility anchor use with accompanying ag-related uses offered either on a speculative or owner-user basis. It provides land supply for firms looking to modernize, expand and improve production processes and efficiency. In many cases it is advisable to build from a clean slate as opposed to complex adaptations of aged facilities, as has been noted in interviews and focus groups. Continue attention to supporting development of modern and efficient new facilities through available mechanisms when a positive return on public investment is anticipated.

Cooler location/availability is a critical component of the ag production economy, but not always the highest and best use from a commercial real estate perspective, where simpler and less expensive/risky projects may have stronger potential vertical development returns. In these cases, public investment can be a bridge to basic minimum feasibility, as may be the case with the Ag Center. Interviews indicate that while a good case can be made for relocation to the ag center, it is not a given until more is known regarding the costs of owning or leasing land or space in the district, and the operational costs related to infrastructure debt service and service provision.

2. Acreage and production are dropping slightly over time, but the industry is stable and healthy overall.

Ag commodity prices generally have gone up on a unit basis, with organic production values increasing particularly quickly. Organic agricultural products accounted for \$776.0 million in 2021 production value. Since 2012, organics have increased from 4.6 percent to 18.9 percent of the total agricultural production value in Monterey County.

Crop production in Monterey County totaled \$4.1 billion in 2021, with vegetable crops making up more than half of the total. The crop value represents an increase from 2020, but still down from the peak value of \$4.8 billion in 2015.

The cultivated crop acreage in Monterey County in 2021 was about 294,700 acres. This is a decline from prior years, which showed a recent peak of 373,500 acres in 2013 and steadily declined afterwards. The reduction in acreage is reportedly a function of improved irrigation practices where technologies allowing better production per acre.

Cannabis production is equivalent to roughly 15 percent of the total ag production value, is similar in magnitude to organic produce value, and its value per gallon of water is high. It will be helpful to consider how cannabis production potentially affects the overall ag sector, as it may build potential critical mass for support industries.

3. Salinas has a number of anchor producers that have long-term commitments to the City. However, it will be important to balance the economy and improve the range of value-added activities in town to support the anchors.

There is potential and intent to continue expanding food processing capacity in Salinas. Although for more intensive types of processing, the product is shipped out to other locations, such as the Central Valley, Salinas remains “ground zero” as a base of operations for lettuce, strawberries, cauliflower, and other commodity types grown throughout the Salinas Valley.

Cold storage facilities in Salinas are reportedly running at capacity; every cooler is maxed out. There is a major opportunity to expand capacity and throughput in Salinas; however, these facilities are expensive. Difficult to reinvest in existing sites to meet modern needs and meet food safety requirements. Existing operations need 25 percent to 30 percent larger sites to meet current/future needs. Existing sites are on average 40 to 50 years old and are difficult to upgrade.

II. Supplier businesses and local supply chain gaps

A. Are there supplier businesses that should have a larger presence in Salinas, filling gaps in the local supply chain?

The largest unmet local demand for supplier inputs includes chemical manufacturing, petroleum products, ag support services, professional services, specialty contractors, insurance, machinery manufacturing, and administrative services. The practicality of specific sectors, such as large-scale manufacturing, is constrained by proximity to Salinas’ population centers.

Traded clusters in Salinas with an above-average concentration of jobs include agricultural inputs/services, food processing, paper and packaging, and wood products.

Support activities for crop production are highly concentrated in Salinas, while other supplier sectors such as transportation and warehousing, and trade organizations have low concentrations.

The potential for attracting supplier businesses to Salinas is limited by distribution network and the ability to serve other markets. Until additional critical mass of industry activity occurs on the SR 101 corridor, the I-5 corridor (as well as SR 99) will host the primary support hubs in the State for logistics and other support activity.

Service providers to the anchors struggle with capital costs related to securing reliable long-term water, wastewater, and circulation infrastructure, as discussed later in this section.

The Ag Center, discussed below, is well-positioned to provide the right types of expansion opportunities for the next two decades, including space for a major cooler facility, as well as potential light industrial and flex space meeting a variety of needs.

As discussed in this report, promotion of a broader industrial base would confer advantages to the local Salinas agricultural sector, facilitating labor skills cross-over and improving capture of transportation, warehouse, and distribution otherwise locating in Central Valley.

B. Is there a need for more industrial space to serve and diversify the agricultural cluster in Salinas?

The Salinas commercial economy is undersupplied in terms of available space and land, with poorly located pockets of service providers located across town from Abbott Street. Industrial markets are very tight and offer few options for interested investors.

The introduction of the Ag Center is imperative to provide productive expansion for the cross-section of manufacturing, light industrial, and even R&D/flex uses. The expected capital subsidy of \$35 million (2023\$) to be provided by the City based on new property tax increment generated by the site should be an effective approach to keeping the cost of land and space at levels affordable to support industry.

The traditional technique of using published job projections, converted into square footage using stated job and employment assumptions, only tells part of the story and is not a complete basis for Ag Center support. As discussed in **Chapter 5**, relatively traditional and conservative projections in this regard estimate approximately 650,000 square feet of supportable industrial and distribution space in the next decade.

However, the projections used are relatively generic and not specifically calibrated to recognize the unique attributes of the local agricultural economy and the fact that Salinas is a global hub for industry headquarters. It is anticipated that a substantial project such as the Ag Center will shift regional demand to the Salinas Valley to a certain extent. In addition, much of the existing plant and equipment inventory in Salinas is fully depreciated and beyond practical reinvestment. As such, there is likely a number of substantial relocations that will transpire within the city, effectively capturing development that may have otherwise sought space further south on Highway 101, and effectively expanding development opportunities for close-in land adjacent to the city's increasingly vital downtown and surrounding districts with high development potential.

As such, it is estimated that the Ag Center offers a viable option for perhaps another 20 to 30 years, after which time the City will need to further consider the path of growth for the industry. As discussed in this report and below, the consolidation of such uses to the Abbott Street area is viewed as a positive long-term approach to resolving traffic issues and better organizing Salinas to respond to housing and other infill uses.

In terms of future expansion opportunities, there is much logic to extending ag-related industrial uses to the south, requiring study of the ag mitigation buffer contemplated in association with the Specific Plan. While the implementation of the Specific Plan is the primary short-term goal, once the project is approved and established, planning for the next increment of growth should begin, at least conceptually, perhaps not at the scale of the Ag Center, but in smaller increments.

The Economic Development Element (EDE) associated with the City's most recent General Plan Update identified over 200 acres of infill parcels. While the City's GIS system shows that these parcels are potentially available for infill development consistent with their General Plan land use designations and as evaluated in the General Plan EIR, it is possible that availability of a subset of them could be constrained by site specific factors that could only be identified through a parcel-by-parcel analysis. Moreover, many of these lands are not situated in the path of growth, and it is recommended that an updated infill analysis be conducted.

C. Ag-related commercial land uses in Salinas can be consolidated to reduce travel times and boost local productivity.

Many of the older facilities in town are in two distinct areas, the Market Street area, and other areas. Where possible, treating these areas as "sending" zones and positioning Abbott Street as the "receiving" zone would be a gradual and systematic approach to consolidating and strengthening land use patterns in Salinas, allowing appropriate adaptation of close-in land supply on the periphery of the downtown district. The reorganization and consolidation of ag functions to the Abbott Street area sets up the potential for site reuse for housing and other uses as appropriate.

As projects further consolidate in and around the Ag Center, there are two land use planning concepts that may help the City's future buildout composition and fiscal performance:

Amenitized Abbott Street District

The district may be able to expand amenities and offerings providing walkable lunch/food truck options. Already, Alvarado Street has opened a tap room. Areas around the coming Ag Center could be positioned with "pocket arts" and cultural installations. If successful, this may be a concept that both provides amenities and services to workers, reducing lunch-based driving trips, as well as offering

another “itinerary item” for visitors to the area. Manufacturing/showroom concepts such as coffee grinding, artisan food and beverage manufacturing, and other cost sensitive, small-scale uses can be integrated to activate and celebrate the agricultural heritage of Salinas. However, it is imperative that district activation not interfere with production processes or attempt to compete with downtown.

The City can improve local infrastructure of all types to improve the performance of Abbott Street and its environs. The technical elements of some of these ideas are provided in the next section; however, as mentioned previously the City can support relocation of ag firms to a state-of-the-art district on Abbott Street, oriented to the upcoming Ag Center. Using “economic gardening” techniques the Abbott Street District could become, over time, an agriculture innovation center with a range of uses and companies providing for a diverse, interesting environment with room for select visitor amenities. To the extent that sales and property values increase as a result, fiscal benefits can be used to promote public safety, road maintenance, and other services.

Sending Site Reuse Potential

There may be substantial reuse opportunities for parcels that are vacated by industrial users consolidating to the Ag Center or the Abbott Street district, as discussed elsewhere in this report. As the City supports modernization and reinvention of facilities in Abbott Street, it should be strategic with replacement development concepts in “sending” areas, look to support the industry’s labor force as a priority through the provision of housing and other uses to support local employees interested in reducing long commutes (e.g., teachers, firefighters).

III. Labor force needs for the agricultural cluster

A. What are the labor force needs related to the continuing success of the agricultural cluster economy?

Between 2011 and 2021, agricultural jobs grew at a slower rate than Salinas’ overall employment. Monterey County experienced similar overall employment growth, but agricultural jobs doubled the local growth rate. Both areas experience substantial seasonal fluctuations which provide challenges in terms of housing and other issues. Key labor-related concerns and next steps include:

- Labor force shortages reflect the seasonal nature of agricultural production but point to the need for adequate workforce housing.
- The comparatively low educational levels for the Salinas labor force present a potential impediment to addressing economic development opportunities.

- The young population in Salinas and the presence of higher education in Salinas and Monterey County provide opportunities for workforce training.
- Adoption of technology will lead to changes in the future labor force needs.
- Salinas' labor force has not gone to remote work as quickly as other parts of California, which indicates that it is not yet a prominent destination for remote workers relocating from more expensive areas.

Next steps include:

- Ensure that Salinas' strategic partnerships with workforce development programs at Hartnell College, CSU Monterey Bay, UC Santa Cruz, regional providers, and trade schools meet the needs of agriculture in light of shifts in technology and market changes.
- Explore other strategic partnerships with trade groups and establish an agricultural industry working group in Salinas to address business climate and workforce preparedness issues.
- Address needs for agricultural and other seasonal worker housing, and engage with private businesses that have been providing worker housing.

The Salinas Ag industry is subject to labor and other price pressures, natural resource constraints, and continual need to incorporate technological advancements.

There has been a steady progression in the growth of research institutions and related start-ups throughout the AMBAG region; increasing "latent" labor force may favor technical aspects of field within Salinas over time. The Salinas economy's gradual transition toward knowledge intensive industry and technological applications is inevitable given the strengths of the region in this regard and its proximity to Silicon Valley. The trend toward information technology, with more jobs beginning to require new skill sets, makes strong programming from Hartnell critical.

Overall industry expansions will occur throughout the city and the larger valley; however, lower-margin, cost-sensitive operations may gradually seek locations to the south on 101. Salinas is an expensive housing market, influenced by proximity to Monterey and Silicon Valley. The area is gaining critical mass in terms of research capabilities in multiple sectors including Ag, however, Salinas struggles with ag labor force housing cost burden, partly due to general development costs as well as local fees and building requirements.

Companies are increasingly building their own housing. However, this may not be an ideal long-term solution. Farmworker housing often lacks services and infrastructure and may be detached from larger communities offering support to families. As Salinas and other cities struggle to build additional housing, often constrained due to rampant growth opposition in the region, SB 6 and AB 2011

from 2022 streamline housing approvals for commercial sites. The City would be well-served to facilitate industrial relocations to Abbott Street and the Ag Center to open up former industrial sites for housing.

IV. City actions to improve agricultural cluster

A. What can the City of Salinas do to help improve agricultural production to the benefit of the City, the industry, and the labor force?

1. Improve and formalize City-Industry Communications

The City should create a formal relationship with industry with regular meetings and priority initiative tracking (large and small). An industry organization could help to provide timely feedback to the City regarding infrastructure, services, and areas where City and industry can partner to strengthen the City's ability to provide land, labor force/housing, and public works/services to the industry and the greater labor force.

The City does not have a business retention/assistance program, although it has in the past had more organized relations with the industry, including a focus on ag tech. At this time, businesses function more individually. There is a pressing need to communicate on a regular basis to stay updated on priority projects and initiatives.

2. Recognize cannabis as a source of jobs and public/private revenue, not a "zero sum game"

The industry is in a nascent stage and needs a reliable local policy structure. Potential health/wellness and pharmaceutical applications could put the industry in overdrive despite current problems with over-supply. Natural conditions and concerns around pesticide/herbicide contamination favor indoor mixed light grows. There are many cross-overs with conventional agriculture in terms of buyers and suppliers of inputs and final goods.

B. How can the City prioritize its economic development function?

Business Climate

- Identify incentives for business retention and attraction. Other cities, such as Gonzales, have been aggressive with offering incentives to capture operations moving out of Salinas, such as Mann Packing. Additional processing capacity in the County is moving toward Gonzales, which has ample land and sewer capacity, as well as power cost advantages (i.e., Gonzales' local utility

provides electricity at \$0.10 to \$0.15 per kwh, while Salinas' current costs are about \$0.25 per kwh).

- Identify policies for ag production expansion and exemption from ag mitigation for ag-related uses. The County is moving towards an ag mitigation ordinance. It would establish edges and specific criteria for receiving sites.

Diversification and Resiliency

- Support other industries (e.g., fulfillment centers, potentially cannabis-related uses) having common basis with agriculture (see "tool" below) to grow common base and attract additional suppliers in area of equipment dealers and others.
- Promote industry diversification. Diversification potential for processing is limited because of how Monterey County's ag production emphasizes direct-to-consumer produce and products that do not require substantial processing beyond packaging and distribution.
- Pursue the vision of Salinas as a major ag research center as a natural progression of the City's current trajectory. Concepts might include a USDA Campus, UC ANR campus, and other ideas.

Labor Force and Housing

- Support Hartnell certificate programs in a major effort to prioritize workforce development.
- Attract and maintain ag-related and other major industry interests by improving conditions for the labor force (housing) and seeking to reduce all manner of input costs.
- Work with the school district on school transportation for the labor force.
- Do more to relieve housing cost burden (add lower-income MFR development). Look at smart approaches to "flex" housing, possibly serving H2A and other labor groups.
- Support local industry revenue growth by encouraging the industry to pursue product lines with strong local job generation; and collaborate with school districts to incorporate fresh produce into school lunch programs.
- Identify and implement solutions for transportation and family care complexity/time problems as the work force ages (e.g., childcare, easier commute, etc.)

Economic Development and Planning Practice

- Set up industry dashboard "tool" for City use that tracks key metrics and indicators, such as major tenant relocations, number of workers in training programs, housing activity, crop trends, employment trends, etc.
- Reorganize City grant organizing and opportunity zone efforts.

- Identify direct funding resources for agricultural businesses. Options can potentially include a City-consortium revolving loan fund, state and federal grant programs, and other economic development resources, such as State GoBiz, CDBG, and the Economic Development Administration (EDA).

V. Public investment in short- and long-term infrastructure.

A. What must City and the industry do to confront the need for massive public investment in short- and long-term infrastructure and extremely cost sensitive industry conditions?

1. Circulation—Practical Implications and Solutions

As mentioned in **Chapter 5**, the City's ability to substantially improve existing access to the Sanborn Road and Airport Road interchanges is limited, as is Caltrans' ability to modify existing interchange ramps – this appears to be a relatively intractable problem. There are no circulation improvements currently being planned by the City that would facilitate better access. Further it is possible that a substantial percentage of the City's traffic impact fee balance may be used for improvements needed to facilitate developing the North of Boronda Future Growth Area.³⁰

In addition, a current TAMC/Caltrans project may provide some relief, particularly for future end users in the Salinas Ag Center. TAMC is designing improvements as part of the U.S. Highway 101 South of Salinas Corridor Study. The design includes converting the existing U.S. Highway 101/Abbott Street interchange to a full access interchange. While the interchange is approximately 1.5 miles south of the Salinas Ag Center site, the improvement could provide some relief from access and delay challenges at the existing interchanges, particularly for future users within the agricultural center. Provided additional funds are secured, the project could be constructed within 10 years or so.³¹

Other major improvements identified include the need to construct a new interchange at U.S. Highway 101/Harris Road. TAMC believes that the Harris Road interchange project has "fallen off the radar" in terms of importance or function, in lieu of the U.S. Highway 101 South of Salinas Corridor Study, as the latter is designed to solve existing traffic safety hazards—a Caltrans priority.³²

³⁰ Andrew Easterling, City of Salinas Traffic Engineer; March 14, 2023.

³¹ Todd Muck, TAMC Executive Director; March 14, 2023.

³² Ibid.

2. Water Supply—Practical Implications and Solutions

The City's ability to entitle agricultural industrial projects on infill parcels that require substantial new water demand (e.g., coolers) could be constrained over time. New sources of water supply may be needed for this purpose; the City should be proactive in pursuing new source opportunities, some of which could, but are not limited to:

- a. Savings from changes in land use/end uses in the City that "free up" existing water supply.
- b. Opportunities for reuse/recycling of process water
- c. Require reuse/recycling of process water for new agricultural processing or other water intensive uses that locate within the Salinas Ag Center.

Note that under "b" and "c" here, treatment and reuse of food waste process water is typically subject to waste discharge requirements of the State Water Quality Control Board.

- d. If new process wastewater from development within the Ag Center is delivered to the industrial treatment facility, allocate the new flow for reuse/recharge if current agreements with Monterey One Water do not already commit these flows to Pure Water Monterey or other end uses.

Potential groundwater supply limitations are not expected to constrain developing the Salinas Ag Center. That development would convert agricultural land to urban use. The City could consider incentivizing new water intensive agricultural industrial users to locate at the Ag Center site and/or incentivize existing intensive users to relocate to the center, with existing vacated/underutilized sites prioritized for low water demand agricultural industrial or other low water demand end uses.

Costs to mitigate groundwater overdraft could be extremely high. Mechanisms for generating the funding for mitigation project and management action costs are not in place but are identified as an implementation step to follow adoption of the GSP. The City should maintain a strong voice in the GSA process for selecting and implementing projects and actions to advocate for those which have the least impact on urban industrial users.

3. Wastewater Treatment—Practical Implications and Solutions

Short-Term Capacity Expansion

To partially relieve constraints to business development/expansion posed by limited treatment capacity, the City has planned a set of improvements to the IWTF to increase its effective capacity by 1.5 mgd to 5.5 mgd. This project is being driven primarily by a request from an existing agricultural industrial

business that would like to relocate, at least over the short term, to Ag Center, while also retaining its existing treatment capacity allocation. The expansion project is designed and CEQA review is complete.

The City's timing for implementing this expansion may be contingent on the outcome of discussions with the Regional Water Quality Control Board regarding the facility floodproofing improvements

Mid- to Longer-Term Capacity Expansion

As has been discussed, the Salinas Ag Center will likely be the primary destination for new, non-infill, agricultural industrial business growth. Recognizing that such growth is in part contingent on further expanding IWTF capacity, the City has embarked on an IWTF expansion master plan process that it expects to complete in summer/fall 2023. The master plan identifies expansion improvement requirements, associated costs, and a user fee structure to generate funding for the improvements.

The timing for IWTF expansion beyond the 1.5 mgd project currently being planned by the City is uncertain. Nevertheless, the IWTF expansion master plan will facilitate more timely expansions as demand dictates by establishing expansion design requirements and funding mechanisms.

4. Land Use—Practical Implications and Solutions

Physical resource and circulation constraints limit development opportunities for vacant land designated for industrial use in the general plan (Economic Opportunity Areas D and G, as identified in the EDE, see **Map 6**) and added to the City's land inventory through the EDE process. In addition, their locations do not afford opportunities for development synergy with agricultural industrial uses in the existing Abbott Street industrial area.

Salinas Ag Center

The Salinas Ag Center is the next locus of new/expanded agricultural industrial development. As described in **Chapter 5**, the recommended approach for the Ag Center is to prioritize its development and implement it as a two-phase development in order to allow the spaces to fill in. Concurrently, other options should remain open as contingencies. While the development absorption rate for that site is unknown, having other options for industrial land supply provide additional flexibility to meet the City's agricultural industrial growth needs over the mid- to longer-term.

Other Future Development Areas

To ensure that the City's future industrial development needs are not entirely constrained to the Ag Center, some consideration of other industrial expansion sites should be considered as a contingency in the event that the process for developing the Ag Center does not proceed as expected. These other development needs would be accommodated through options identified through the General Plan EOAs, the land areas adjacent to the Ag Center, and revitalization opportunities along Abbott and West Market streets. Further discussion of these options can be found in **Chapter 5** and **Appendix A**.

Appendix A: Detailed Infrastructure and Land Use Discussion

Connecting Infrastructure (Streets and Rail-lines)

Circulation—Summary of Findings

Poor access to U.S. Highway 101, particularly for agricultural industrial businesses located in the Abbott Street corridor is universally seen as an economic challenge and an influence on business location/expansion decisions.

Access to Highway 101, particularly for heavy duty trucks, to interchanges that provide northbound access, is along what routes that can be circuitous, in poor condition, and congested. Circulation improvements needed to resolve operational challenges are known, but their implementation is constrained by funding and physical limitations along some routes. Several are identified in the City's 2005 Traffic Improvement Program. Currently there are no associated improvements planned in the City's *Proposed Capital Improvement Program for Fiscal Year 2022-2027*.

The Transportation Agency of Monterey County (TAMC) is in the preliminary planning stages for a project to improve the U.S. Highway 101/Abbott Street interchange. This could provide some incremental relief, particularly for future end users in the Salinas Agricultural Industrial Center.

Circulation Barriers

Agricultural industrial businesses in and near the Abbott Street industrial corridor have long been concerned about circulation constraints. This issue was identified as a fundamental component of the transportation analysis conducted for the Salinas Ag-Industrial Center. It was also identified by specific stakeholders as part of the Economic Development Element (EDE) public outreach process (as one component of a broader concern about cross-town transportation constraints).

Heavy duty truck access to northbound Highway 101 at Sanborn Road and at Airport Boulevard, has been the primary agricultural industrial business concern, with northbound access from Highway 101 back to industrial areas also a concern. Access to and from the interchanges can be challenging given limited roadway capacity, and with often congested conditions. The Salinas Agricultural Industrial Center EIR traffic impact analysis identified that many related facilities (intersections and road segments) were operating at levels below City, County and/or Caltrans Level of Service (LOS) performance standards under background conditions. Under background plus project conditions, City, County, and/or Caltrans LOS thresholds were exceeded at 31 of 44 intersections evaluated,

several intersections on routes to and from the interchanges and at the interchanges themselves. Due to uncertainty about mitigation feasibility for a number of improvements, many impacts were found to be potentially significant and unavoidable.

City and Caltrans funding capacity to make improvements to roadways, intersections, and/or interchanges that would improve access for industrial business has and continues to be limited, though the City and Caltrans are currently cooperating on a project to improve intersection control at the Airport Boulevard interchange. Routes to and from and the interchange ramps are largely developed on both sides; the physical capacity to make improvements is limited.

Several sector stakeholders also noted the poor pavement conditions on several roadways in and around the industrial core as indicative of a decline in the quality of the transportation system.

Current and Future Land Use Patterns

Potential Relocation Dynamics Within Salinas

Industrial Land Supply Options/Constraints

Key stakeholders in the City's agricultural industrial business community have identified a lack of industrial land supply available for business expansion/development where development costs are feasible. The 257-acre Salinas Agricultural Industrial Center site is the "ripest" site for agricultural industrial business development due primary to its advanced entitlement status. The rate at which development absorption will occur is unknown at this time. Regardless, it is prudent for the City to be planning for longer-term agricultural industrial development capacity as such is important for longer term growth and for managing industrial land costs through adequate competition.

This section includes a high-level overview of existing industrial land supply available to meet needs of agricultural industrial related cluster companies going forward with reference to the Salinas Ag Center. The primary purpose is to identify related macro-scale land planning considerations as inputs to the City's current general plan update process.

Land Use

A recommended land use strategy is to go with a two-phased approach to developing the Salinas Ag Center.

A portion of the Ag Center site could be prioritized to address the identified short-term needs, such as replacing and consolidating aging cooling facilities and industrial support facilities in Salinas, while also addressing potential needs for other business expansion and attraction related to the agricultural cluster sectors. Another portion of the Ag Center site would be set aside for second phase of

development that would be implemented as the market needs are fulfilled by the initial building development phases.

Other than the Salinas Ag Center, the City has a limited supply of vacant, greenfield industrial land in locations likely to attract agricultural industrial business growth, particularly for businesses with significant land demand needs.

Other than the Ag Center, existing greenfield industrial land of substantial size within the City limits is limited to the areas north and south of the airport (known as Economic Opportunity Areas (EOA) D and G in the Economic Development Element EIR). Both have constraints related to their physical resource, potential infrastructure, and access. As importantly, neither are well connected to the locus of existing agricultural industrial cluster development in the Abbott Street area, functional and economic efficiencies of being collocated with or adjacent to this area would not be realized.

Target Area B, as identified in the EDE EIR, includes 147 acres that are designated for industrial use in the general plan per adoption of the EDE. Its location near the Abbott Street industrial area makes it more attractive as an industrial development destination, as does ease of access to southbound Highway 101. However, it is constrained by Williamson Act zoning and an agricultural conservation easement. If and when these constraints might be relieved is currently unknown.

A land use contingency would focus new agricultural industrial development adjacent to the Salinas Agricultural Industrial Center.

The City and agricultural industrial economic cluster businesses would benefit from focusing on new greenfield agricultural industrial development where synergies with existing similar uses are possible, the costs of extending/expanding infrastructure to serve that development can be minimized, heavy truck trip access to Highway 101 can be concentrated to minimize impacts on the operations of the broader City and County road networks, and where other externalities from such uses (e.g., noise) can be localized to reduce potential environmental and public safety impacts. For these reasons, expanding agricultural industrial development opportunities adjacent to the Salinas Agricultural Industrial Center is recommended as a priority land use strategy. This strategy should be viewed as a contingency if the land assets in the Ag Center are exhausted faster than anticipated.

This approach is complicated by constraints poised to extending infrastructure other than wastewater conveyance mains beyond the southwestern and southeastern boundaries of the Ag Center. The project includes agricultural buffer easements along these boundaries that would prevent such extensions. The buffer easement agreement that stipulates this constraint has not been executed.

Removing the buffers from the specific plan would require a specific plan amendment and CEQA review for its potential growth inducing/agricultural land conversion impacts. A proposed growth strategy for this area would be controversial, though the City may consider constraining growth in other locations (e.g., EOAs G or D) to off-set associated agricultural land conversion impacts.

Potential exists to stimulate revitalization of existing underutilized/vacant parcels in the Abbott Street Area or along West Market Street and/or parcels that could be vacated by agricultural industrial businesses that relocate to the Salinas Agricultural Industrial Center site.

The City should consider expanding land use flexibility within the Abbott Street industrial area and the West Market Street corridor to allow a much broader mix of use types. Opportunities exist to capitalize on the evolution of the agricultural sector towards technology innovation and to enable the development prototype/flexibility needs of such businesses. Further opportunities exist to consider workforce housing and other housing products types located close to employment centers provided environmental, health and safety, and equity considerations are addressed. With such flexibility, particularly along the West Market Street corridor, the City may have the opportunity to create innovative districts with identities that attract economic development.

Revitalization success will also be contingent on the City's ability to provide incentives. There are a variety of incentives that could be implemented by the City to plan for and encourage construction of ag-related industry development. Examples of incentives include proactively identifying sites in the city; securing direct funding through federal, State, and regional grants; donating or allowing deferred payment to purchase City-owned land to private developers to address feasibility challenges; expediting permit review; implementing fee reductions and waivers or offering fee deferrals; and other incentives identified by the City.

Existing Industrial Land Capacity Designated in the 2002 General Plan

The City of Salinas General Plan includes substantial areas of vacant land designated General Industrial that are located outside the southern/eastern city limits, on the north and south sides of the Salinas Municipal Airport, as shown in Figure 1, General Plan Land Use and Circulation Policy Map. Based on analysis conducted as background for the EDE, these two areas, referred to in the EDE EIR as EOA D—Airport West, and EOA G—Alisal/Airport East, are 343 acres and 396 acres, respectively. These are shown on Figure 2, Target Areas and Economic Development Reserve Areas. A 64-acre portion of area D was annexed and entitled for development as the Salinas Travel Center Specific Plan in 2018. About 30 acres of the site are within a Caltrans right-of-way and not available for development. Approximately 18 acres are available for industrial development, but partially constrained by physical resource conditions. It should be noted that the current General Plan update has carved out portions of area D as open space in order to address flood/water challenges and groundwater recharging.

A high-level constraints analysis for each of the EOAs was conducted as part of the EDE process (see EDE Volume II, Appendix A). EOA D constraints were noted as follows: (1) half the area is within a floodplain; (2) no known available infrastructure; (3) partially constrained by airport overlay zoning regulations; and (4) may require further U.S. Highway 101 improvements. Access to EOA D could be taken from the existing Airport Road/U.S. Highway 101 interchange, but not without improvements constructed to access the interchange and potentially to the interchange itself.

EOA G constraints were noted as follows: (1) limited access to adjacent infrastructure; and (2) limited capacity to detain stormwater onsite. Developing EOA G with industrial uses could potentially be most constrained by lack of efficient access to the regional transportation system. As described in the discussion of circulation infrastructure issues in Section 2, a future U.S. Highway 101/Harris Road interchange is identified in the general plan. It received interest from Caltrans in the early 2000s. That project is now no longer active or a TAMC/Caltrans priority. The eastside expressway, also identified in the general plan and EDE, which would have provided direct access from EOA G to this interchange, may no longer be a viable circulation improvement in the absence of the Harris Road interchange, at least over the foreseeable future.

In summary, EOAs D and G do provide opportunities. However, they are constrained by the factors noted, and importantly, not functionally connected to the locus of existing agricultural industrial development in the Abbott Street area. Consequently, synergies with existing uses that could be an advantage for agricultural industrial business efficiency would not occur. Further, potential impacts of operating agricultural industrial uses in these areas would be further distributed across parts of the City not currently affected by such operations.

Industrial Land Capacity Considered in the EDE Process and Added to the General Plan through EDE Adoption

As part of the EDE process, several EOAs located outside the 2002 general plan planning area were identified. Two of these were assigned General Industrial land use designations for purposes of analysis. The first, EOA F, is located to the east of the general plan planning area as illustrated in Figure 3, Refined Economic Opportunity Areas—Proposed General Plan Land Use. The northern half of EOA F was considered for potential industrial use. The second is shown in the same figure as EOA B.

Target Area B

As part of the EDE adoption process, the general plan was amended to include EOA B and the industrial development capacity identified for it (EOA B is identified in the EDE EIR as Target Area B). Consequently, Target Area B could currently be considered for annexation and industrial development. It could be a reasonable destination for some types of agricultural industrial cluster uses, though the

configuration/depth of the parcels may be a constraint to siting uses which require larger sites.

Development feasibility is currently partially constrained. Part of the area is included in a Williamson Act contract and part is encumbered by an agricultural conservation easement. There are two mitigation measures in the EDE EIR that identify these areas as non-buildable until the constraints are removed. Research is needed to determine if actions have been taken by the property owner(s) to initiate the termination process for the Williamson Act contract(s) and/or whether efforts have been made to date to address the easement constraint.

Adding New Agricultural Industrial Land Capacity Adjacent to the Salinas Agricultural Industrial Center

From a land use planning perspective, it is a logical proposition to focus new greenfield agricultural industrial development in locations where synergies with existing similar uses are possible, where the costs of extending/expanding infrastructure to serve that development can be minimized, where heavy truck trips access to Highway 101 can be concentrated to minimize impacts on the operations of the broader City and County road networks, and where other externalities from such uses (e.g., noise) can be localized to reduce potential environmental and public safety impacts. For these reasons, expanding agricultural industrial development opportunities adjacent to the Ag Center is a potential contingency for future planning. However, agricultural easements included in the specific plan would prohibit growth in these directions.

The Ag Center includes a 70-foot-wide agricultural buffer easement along the southwest plan area boundary and a 20-foot-wide agricultural buffer easement along the southeast plan area boundary as shown on Figure 4, Landscape and Agricultural Buffer Easements, which is taken from the Salinas Agricultural Industrial Center EIR.

The easements were included to reduce land use conflicts between the Salinas Agricultural Industrial Center and adjacent agricultural uses and to create additional conditions that would protect the adjacent agricultural lands from conversion to urban use. "Adjacent agricultural lands" are defined as the agricultural land between the southwestern easement within the specific plan boundary and the Salinas River and the agricultural land between the southeastern easement and the former Firestone Plant. The southeastern buffer easement includes the proposed 20-foot buffer easement and the Harris Road right-of-way, thus making the effective buffer much wider. An Agricultural Buffer Easement Deed is to be recorded over these buffers prior or concurrent with filing of the first Parcel Map. The Grantor is Uni-Kool Partners and the Grantees are the Ag Land Trust and the County of Monterey. Draft buffer easement language is contained in Appendix F of the specific plan. Appendix F is attached.

The draft Agricultural Buffer Easement agreement limits potential for the City to annex any of the agricultural land to the southwest and southeast of the specific plan boundary. Section 1 of the agreement identifies the provisions for the use of the buffer easements. Section 1.c., Municipal Uses, stipulates conditions on municipal uses of the buffer easements:

1. Any easement or construction necessary for connections to the City of Salinas Wastewater Treatment facility shall be allowed.
2. No services, municipal or otherwise, shall be extended to serve the property that is in agricultural use as of the date of this Buffer Easement that is located to the southeast and/or to the southwest of the Buffer Easement Property by the City of Salinas beyond or through the Buffer Easement Property for as long as this Agricultural Buffer Easement is in effect, with the exception of the property identified as Monterey County Assessors numbers 177-132-034, 177-132-035, 177-132-036 and 177-132-037 and legally described in Exhibit D.

Condition 1.c.1 is logical, as industrial wastewater conveyance infrastructure would be needed to be extended to the south towards the industrial wastewater treatment plant. Condition 1.c.2 appears to prohibit urban service extensions other than wastewater conveyance. Consequently, if the Agricultural Buffer Easement Agreement were to be executed, expanding urban infrastructure to the southwest and southeast to enable new industrial development adjacent to the Salinas Agricultural Industrial Center would appear to be prohibited. To date, the City has not received an application for a Parcel Map. Therefore, it is unlikely that the Agricultural Buffer Easement Agreement has been executed. Nevertheless, the agreement remains a component of the Salinas Agricultural Industrial Center entitlements.

The ability of Uni-Kool Partners and the City to modify/remove the agricultural buffer easements would be complicated by at least two variables. First, inclusion of the easements is the basis for determining in the Salinas Agricultural Industrial Center EIR that impacts from indirect conversion of agricultural land would be less than significant. Eliminating or modifying the easement to remove the constraint could trigger substantial controversy about the growth inducing/agricultural land conversion impacts that could result and may require supplemental CEQA documentation to assess related impacts resulting from the action. An action to modify the specific plan to eliminate the easements would require a specific plan amendment and that action would be subject to CEQA.

Section 9 of the agreement identifies conditions regarding its amendment. The section language is as follows:

This agricultural buffer easement shall not be rescinded, altered, amended, or abandoned in whole or in part as to the Buffer Easement Property or any portion thereof or as to any term, condition, restriction, or covenant of this buffer easement without the prior written consent of Grantees.

Though it appears the Agricultural Buffer Easement Agreement has not been executed, both Grantees could feel that their perceived control of the easements is being eliminated. This too could be a source of controversy, absent the City developing a compelling approach to trading off the benefit of the easements for preserving more, higher quality, and/or more strategically located agricultural land elsewhere.

Expanding the Ag Center boundaries to create new additional industrial land supply is a contingent land use planning goal that would proceed if the Ag Center development occurs at a rate that would exhaust other options for industrial development. Planning for and extending infrastructure to adjacent land would be efficient relative to other land designated for industrial use. It would also provide efficiency synergies for agricultural industrial businesses. To support this concept, the City could:

- a. Relocate a portion of the City's existing industrial development capacity from other areas (e.g., EOA G) to this location as a tradeoff from a resource demand/impact (particularly agricultural land conversion) perspective.
- b. Work with the owners of the Ag Center site to amend the specific plan to eliminate the agricultural easements designed into it that would limit expanding the site. CEQA documentation may be required, as the easements are identified in the EIR as design feature that limits additional agricultural land conversion.
- c. As part of the current Monterey County agricultural mitigation program development process, advocate for exempting key agricultural industries that add value to the regional agricultural economy from agricultural land conversion mitigation requirements.

Capturing Industrial Development Capacity Opportunities from Revitalizing Existing Underutilized/Future Vacated Industrial Sites

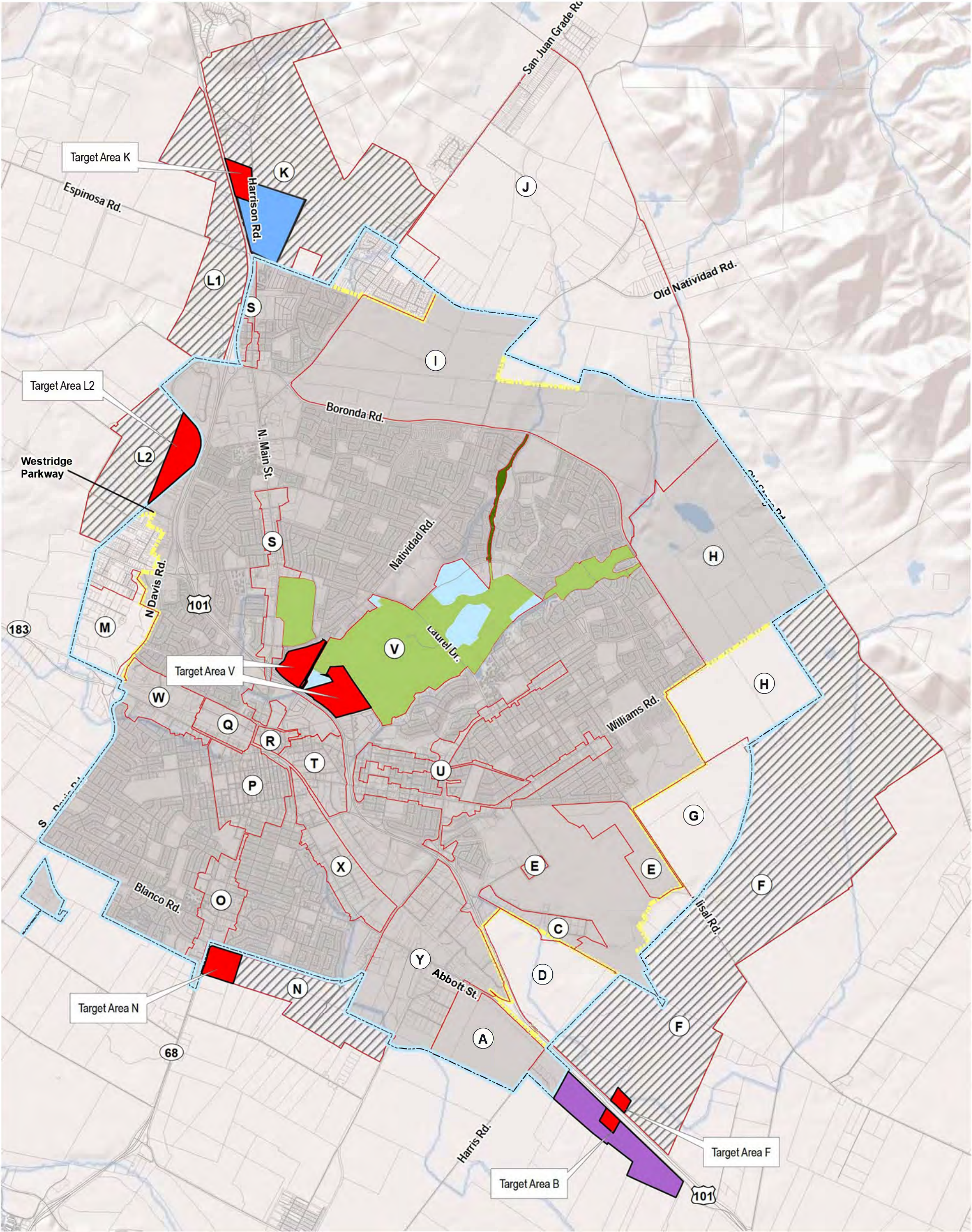
As has been discussed elsewhere in this report, several sites with the Abbott Street industrial area are either vacant or underutilized. As also described elsewhere, it is possible that existing agricultural industrial businesses located within the Abbott Street industrial area and/or along West Market Street could relocate to the Salinas Agricultural Industrial Center to relieve a range of constraints to business growth at their existing sites. Vacated sites would be

available for revitalization with industrial uses whose space, locational and functional needs are met at these sites.

It is also possible that these sites could be developed with other land use types such as commercial or housing. Revitalization in the Abbott Street area with less intensive industrial uses, e.g., innovative light industrial use prototypes mixed with commercial or residential, could be possible on site-by-site basis depending on physical and environmental constraints and questions of equity. The same could occur in the West Market Street area, also traditionally seen solely as an area limited to industrial development, where creating an eclectic new district type could be viable, particularly because of the lower concentration of existing, intensive industrial uses located there that might otherwise be a sources of land use incompatibilities.

Existing underdeveloped and vacant land within the Abbott Street industrial area and on West Market Street, and sites that could be vacated by existing agricultural industrial cluster businesses that could move to the Ag Center (or elsewhere) represent development opportunities. To catalyze such opportunities, the City could:

- d. Re-envision the West Market Street industrial corridor as a mixed use district that integrates non-industrial uses to promote vibrancy. Create land use flexibility to allow a mix of non-industrial/general commercial uses within the Abbott Street industrial area.
- e. Develop a package of incentives to reduce the cost of redeveloping underutilized sites.



Parcels

Opportunity Areas

City Limit

Sphere of Influence

Target Areas

Land Use - Proposed

Mixed Use

Retail

Residential Low Density

Economic Development Reserve
(No development capacity assigned
through buildout of the General Plan)

General Industrial

Business Park

Public/Semi Public

Open Space

Park

Source: City of Salinas 2014, Monterey County GIS Database 2010, Esri 2015

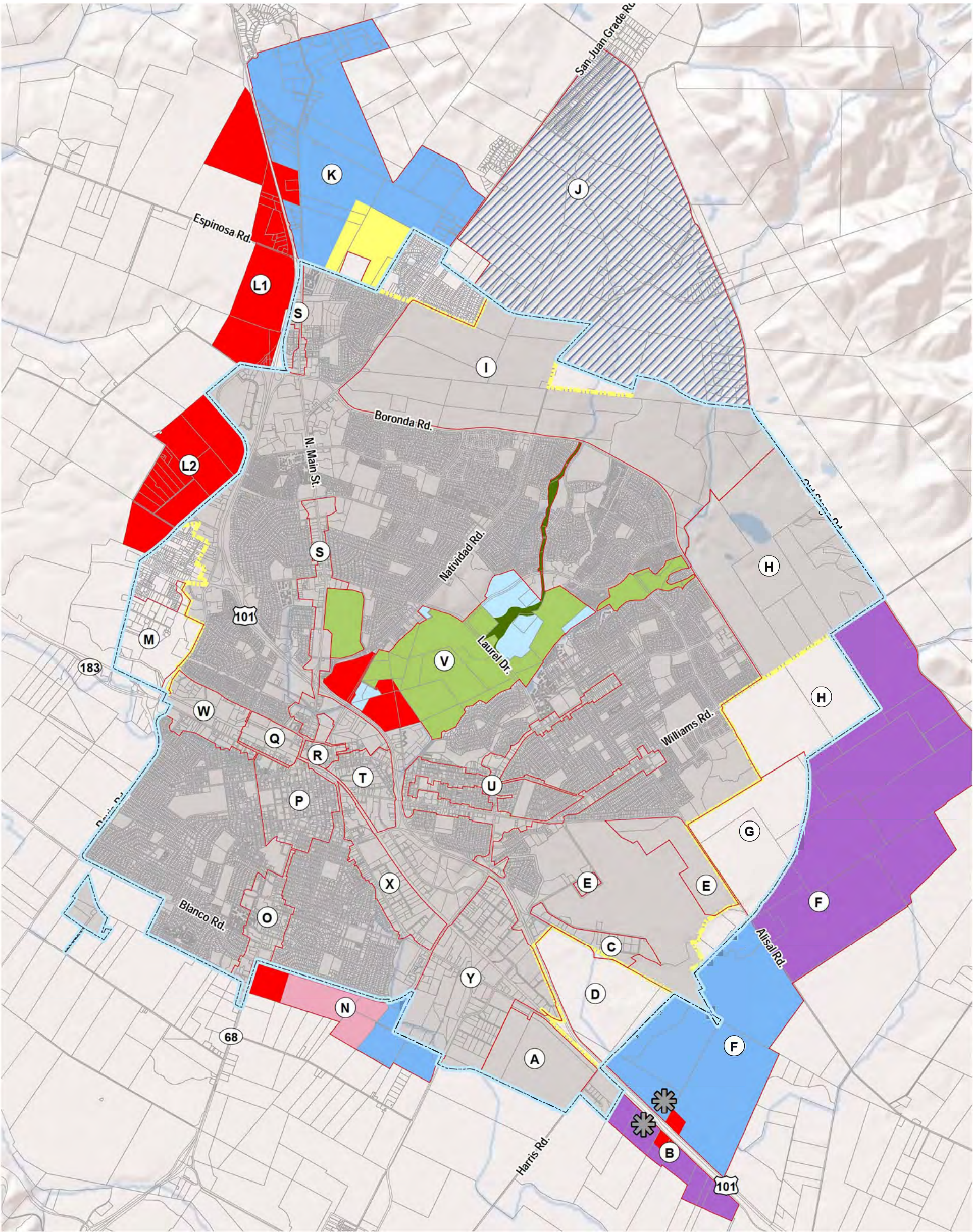
E

M

C

Map 3

Target Areas and Economic Development Reserve Areas



Parcels

Opportunity Areas

City Limit

Sphere of Influence

Land Use - Proposed

Mixed Use

Retail

Residential Low Density

General Industrial

Business Park

Public/Semi Public

Open Space

Park

Future Study Area
(no development capacity assigned)

Approximately 10 acres of retail assumed within both Opportunity Areas F and B. Location assumed in association with future planned U.S. Highway 101 interchange.

Source: City of Salinas 2014, Monterey County GIS Database 2010, Esri 2015

E

M

C

Map 4

Refined Economic Opportunity Areas – Proposed General Plan Land Use



Not to scale.

Source: EMC Planning Group Inc. 2009,
Ruggeri Jensen Azar 2009

Map 5

Landscape and Agricultural Buffer Easements

Water Supply—Summary of Findings

Water supply should be viewed as a constraint to economic vitality of the agricultural industrial sector and is likely to become increasing so.

Cal Water extracts groundwater from the 100/400-foot aquifer to supply agricultural industry in Salinas. The aquifer is in overdraft condition. The *Salinas Valley Groundwater Basin 180/400-Foot Aquifer Subbasin 2022* (GSP), prepared by the Salinas Valley Groundwater Sustainability Agency identifies hundreds of millions of dollars of projects and management actions whose implementation in whole or part is needed to mitigate overdraft. Groundwater users, including farmers and agricultural industrial users, will be expected to fund their fair share of mitigation costs. The magnitude of such costs for individual users is currently unknown. The GSP water demand projections assume no new demand from industrial infill in the City. New demand from expanded operations on existing sites and/or revitalization of underutilized/vacant sites would worsen overdraft conditions; such demand could come under heightened scrutiny. Agricultural crop production could also be constrained if projects and management actions are insufficient to mitigate overdraft. One management action is pumping restrictions combined with agricultural land fallowing. Agricultural industry could be indirectly constrained by falling crop production capacity.

Cal Water's *2020 Urban Water Management Plan* concludes that its water supply is reliable. However, that conclusion was reached before the GSP was updated in 2022. Cal Water acknowledges that with future implementation of the Sustainable Groundwater Management Act, its water supply reliability assumption could change.

Water supply availability may not be a constraint to developing the Salinas Agricultural Industrial Center. That project replaces agricultural demand with urban demand, with the net outcome of no overdraft exacerbation (per the water supply assessment prepared for the project).

Farmers are already making decisions about moving agricultural production and associated processing and packaging operations to other locations and/or extending the duration of production in other locations in part due to concerns about water supply availability.

Water Supply Barriers

Water supply availability is a key concern for agricultural industrial sector stakeholders as it affects both the direct and indirect financial viability of their businesses. Sufficient supply to accommodate business expansion going forward and sufficient supply for continuing agricultural crop cultivation are cited as the two main potential constraints. Potential constraints stem primarily from the perceived threat of water supply being constrained to ensure sustainability of groundwater supply.

Groundwater Sustainability Planning

Agricultural industry stakeholders and the City understand the implications of groundwater sustainability plans (GSP) developed by the Salinas Valley Groundwater Sustainability Agency (GSA). The *Salinas Valley Groundwater Basin 180/400-Foot Aquifer Subbasin 2022* (GSP) is most relevant, as the City overlies this aquifer. The status of groundwater supply, both quantity and reliability, suggests that constraints on water supply availability are possible now and in the future. Key points are as follows:

- The subbasin has a historical overdraft of 13,400 acre-feet of water per year (AFY), which is the sum of seawater intrusion (12,600 AFY loss) and net storage loss due to groundwater level changes (800 AFY). Agriculture accounts for approximately 90 percent of the total demand for groundwater. Municipal demand, including agricultural industry, constitutes 10 percent.
- No new urban infill growth is assumed in the projections of future water demand. For all urban growth that occurs as infill rather than new expansion onto agricultural land, the GSP underestimates future subbasin overdraft. Expansion of existing agricultural industrial uses, revitalization of existing underutilized industrial sites, and/or development of vacant industrial sites that results in increased water demand would exacerbate overdraft. While speculative at this time, it is possible that Cal Water (whose role in groundwater management is summarized below) could be challenged in providing Will Serve letters to such development. Such demand increases could readily fact heightened scrutiny as part of the entitlement/project planning process and/or CEQA process. If urban growth occurs on land in agricultural crop production, the impact on overdraft may be minimal because the urban growth demand would replace existing agricultural demand.
- Overdraft can be mitigated by reducing pumping or recharging the subbasin, either through direct or in-lieu means. The GSP includes eight projects and three management actions designed to mitigate overdraft.

Two management actions management actions are of particular note for their potential to curtail water supply availability. Management action MA1 addresses demand planning. Demand planning could be implemented if other projects and management actions do not reach sustainability goals and mitigate overdraft. *This action would determine how groundwater extraction should be controlled through pumping allocations and controls.* Action MA:2 addresses actions to *reduce agricultural demand including rotational agricultural land fallowing, creating a fallow bank funded by growers with farmers volunteering to fallow able to draw against the bank to offset lost income, and agricultural land retirement.* This management action could work together with pumping allocations.

Depending on the success of various proposed projects and management actions, there may be some years when pumping must be held at a lower level to achieve necessary rises in groundwater elevation. The actual amount of allowable pumping is to be adjusted in the future based on the success of projects and management actions.

- The capital costs for implementing the projects and management actions appear to be over \$800 million dollars as described in Appendix 9A of the GSP. This does not include annual operating and maintenance costs. While it may not be necessary to implement all of the projects and actions over time to mitigate overdraft, clearly the costs are extremely high. Several of the projects and actions would have benefit across all six subbasins for which the GSA has prepared GSPs. Such costs would be distributed over all benefiting groundwater end users, not only those who extract from the 100/400-foot aquifer.

There may be sufficient uncertainty on the part of agricultural industry and farmers regarding fair share costs to consider options to continuing to re-invest in the Salinas Valley and Salinas. This has potential to be a negative influence on agricultural productivity and on the economic health of the agricultural industrial sector.

Urban Water Supply—Relationship to Groundwater Management

Cal Water's 2020 Urban Water Management Plan (UWMP) is the purveyor-level plan for providing water to areas of the City that are home to its existing agricultural industrial businesses and future businesses (e.g., Salinas Ag Industrial Center). The UWMP is now being implemented under the umbrella of groundwater supply management planning being conducted and implemented by the GSA. Highlights of the UWMP as they pertain to water supply availability and reliability, particularly for agricultural industrial users are as follows:

- Based on available information, including that developed by the GSA to 2020 for the original 100/400-Foot Aquifer GSP, Cal Water believes that with minor exceptions, groundwater supply for the Salinas District will fully meet future demands. *However, Cal Water also states that implementation of the Sustainable Groundwater Management Act may impact future supply reliability.*
- Table 4-2 in the UWMP contains demand projections within the Salinas District to 2045. Projected demand is based on historical growth rates, but also includes projected demand from the West Area Specific Plan and the Central Area Specific Plan. *Cal Water projected zero growth in industrial water demand between 2020 and 2045. Consequently, the statement in item #1 above about water supply sufficiency is not inherently applicable for new demand resulting from expansion of existing agricultural industrial businesses*

on existing sites, revitalization of existing underutilized sites, and/or developing businesses on vacant sites within the city limits.

- As stated previously, the Salinas Ag Industrial Center was projected to have no impact on groundwater overdraft because it would convert agricultural water demand to urban demand. *Consequently, Cal Water's assumption of no new projected industrial demand is currently not anticipated to be a constraint to water supply availability for the Salinas Agricultural Industrial Center.*
- The UWMP acknowledges the management action in the 100/400-Foot Aquifer GSP regarding temporary pumping reductions/pumping allowances as needed to ensure groundwater sustainability. *Cal Water states that the restrictions/costs "... may have significant impacts to the Salinas Valley Basin's water supply".* No further elaboration is provided. *Cal Water would be subject to pumping reductions/allowances should such be required by the GSA in the future.*

Industrial Wastewater Treatment—Summary of Findings

Industrial wastewater treatment capacity at the City's industrial wastewater treatment facility (IWTF) is limited.

Limited capacity is currently a constraint to agricultural industrial sector business growth, and as a result, also potential constraint to business retention. Concern about this constraint is universal to associated stakeholders. However, the City is now actively planning IWTF expansions for the short-term and for the medium- to long-term that should provide increased stakeholder confidence that the constraint can be resolved. IWTF expansion timing and funding could be complicated by extenuating circumstances related to Monterey One Water and recent IWTF flooding.

Capacity at the IWTF must be expanded to remove constraints to existing business growth and future business growth where such would increase demand for industrial wastewater treatment capacity. The City is actively working to design and plan a near-term 1.5 mgd expansion needed to accommodate a specific end user. The City will soon also complete an IWTF expansion master plan that will help facilitate timely implementation of future subsequent phased expansions. The latter may help catalyze development of the Salinas Agricultural Industrial Center by reducing uncertainty about the cost and timing of securing new industrial wastewater treatment capacity. The timing of and funding for near-term expansion could be delayed if the City must incur costs to better floodproof the facility and/or expand capacity if Monterey One Water does not continue to accept treated wastewater from the facility.

Treatment Capacity Barriers

The IWTF accepts wastewater flow from 23 different industrial facilities, primarily food processing, ice manufacturing, produce refrigeration, and corrugated box manufacturing business. Each business is permitted a proportion of the ITWF treatment capacity based on the industrial waste discharge permit each business must obtain. The IWTF is operating at or near its permitted capacity of 4.0 million gallons per day (mgd).

Limited capacity at the IWTF is a barrier to existing businesses who may wish to expand operations at their existing locations, businesses who may wish to locate on existing vacant and/or underutilized infill industrial parcels, and to new businesses that could located within the Salinas Agricultural Industrial Center. Agricultural industrial business stakeholders were near universally concerned about this issue.

The IWTF must be expanded to accommodate any new source(s) of treatment demand. Further, the City has an agreement with Monterey One Water (M1W) to pipe 1.0 mgd of wastewater to the M1W regional plant for recycling. M1W has recently stated that it can no longer take the wastewater because it doesn't meet M1W standards. If this continues to be the case, the effective capacity of the IWTP would be reduced by this amount, or the City would need to expand to the plant by this amount to maintain existing service capacity. To further complicate existing operational conditions, the IWTP overtopped during recent storms.

Industrial wastewater mixed with flow in the Salinas River. The Regional Water Quality Control Board has indicated that the City must invest improvements to better flood proof the facility—a significant cost that had not been anticipated by the City.³³

Discussion of short- and long-term infrastructure recommendations

What must City and the industry do to confront the need for massive public investment in short- and long-term infrastructure and extremely cost sensitive industry conditions?

Circulation—Practical Implications and Solutions

Existing circulation constraints have and will continue to be a disincentive for existing agricultural businesses in the southwest portion of the City. While not explicitly expressed by focus group participants as a likely sole rationale for curtaining new investment in Salinas, circulation challenges were universally identified and noted as a potentially important variable in Mann Packing's decision to relocate to Gonzales.

³³ David Jacobs, City of Salinas Public Works Director, March 15, 2023

As mentioned above, the City's ability to substantially improve existing access to the Sanborn Road and Airport Road interchanges is limited, as is Caltrans' ability to modify existing interchange ramps – this appears to be a relatively intractable problem. There are no circulation improvements currently being planned by the City that would facilitate better access. Further it is possible that a substantial percentage of the City's traffic impact fee balance may be used for improvements needed to facilitate developing the North of Boronda Future Growth Area (Andrew Easterling, City of Salinas Traffic Engineer, March 14, 2023).

Independent of potential City-driven solutions, or lack thereof, a current TAMC/Caltrans project may provide some relief, particularly for future end users in the Salinas Ag Center. TAMC is designing improvements to the U.S. Highway 101 corridor between Chular and Airport Boulevard as part of the U.S. Highway 101 South of Salinas Corridor Study. The primary goal is to improve safety conditions by eliminating at-grade ingress and egress to the highway main line and to improve access for agricultural operations that transport products to markets around the country. The design includes converting the existing U.S. Highway 101/Abbott Street interchange to a full access interchange. Currently it only provides southbound access to the highway from Abbott Street and northbound access to Abbott Street. The full interchange would include a northbound ramp, thereby creating an alternative to Sanborn Road and Airport Boulevard to northbound U.S. Highway 101. While the interchange is approximately 1.5 miles south of the Ag Center site (the existing interchanges are within 0.75 miles) the improvement could provide some relief from access and delay challenges at the existing interchanges, particularly for future users within the agricultural center. The total project cost is approximately \$150 million, of which TAMC has about \$30-\$40 million in Measure X funds. TAMC is working to secure the balance. Provided additional funds are secured, the project could be constructed within 10 years or so (Todd Muck, TAMC Executive Director, March 14, 2023).

Before the U.S. Highway 101 South of Salinas Corridor Study, the City had identified the need to construct a new interchange at U.S. Highway 101/Harris Road. The interchange is identified as a major improvement required for the buildout of the Salinas General Plan as defined in the Salinas General Plan Circulation Element. The same concepts are reflected in the EDE.

The 2008 Regional Impact Fee Nexus Study Update prepared for TAMC identified the interchange and the eastside expressway as improvements that would be partially funded by the Regional Traffic Impact Fee which went into effect in 2008. Caltrans prepared the "Project Study Report—On Route 101 and Monterey County between Main Street Over-Crossing in Chular and Airport Boulevard Over-Crossing in Salinas" in 2003. This document included various possible locations for the interchange. No further progress on this interchange project is known to have occurred since 2008. This is also the case with the eastern expressway.

The interchange concept was addressed in the traffic impact assessment for the Ag Center, but not included as an improvement in the analysis of traffic impacts in the project EIR.

TAMC believes that the Harris Road interchange project has “fallen off the radar” in terms of importance or function, in lieu of the U.S. Highway 101 South of Salinas Corridor Study, as the latter is designed to solve existing traffic safety hazards—a Caltrans priority (Todd Muck, TAMC Executive Director, March 14, 2023).

Water Supply—Practical Implications and Solutions

The City’s ability to entitle agricultural industrial projects on infill parcels that require substantial new water demand (e.g., coolers) could be constrained over time. New sources of water supply may be needed for this purpose; the City should be proactive in pursuing new source opportunities, some of which could, but are not limited to:

- e. Savings from changes in land use/end uses in the City that “free up” existing water supply.
- f. Opportunities for reuse/recycling of process water from new infill cooler or other water intensive agricultural industrial uses for reuse on-site, as agricultural irrigation water, or other end use. Reuse/recycling facilities such as storage ponds may be land and space intensive and potentially infeasible in an urban infill context. Collaboration with owners of agricultural land adjacent to the city limits to locate and fund storage solutions may be possible, provided such facilities are found to be allowable uses in agriculturally zoned areas (discretionary action from Monterey County would likely be required).
- g. Require reuse/recycling of process water for new agricultural processing or other water intensive uses that locate within the Salinas Ag Center. A cooperative facility that benefits multiple end users could be considered with the boundary of the center and/or for lands adjacent to the center as described above. This would have the co-benefit of potentially reducing capital costs of increasing industrial waste treatment capacity at the City’s industrial wastewater treatment plant needed to accommodate new flow from the center.

Note that under “b” and “c” here, treatment and reuse of food waste process water is typically subject to waste discharge requirements of the State Water Quality Control Board.

- h. If new process wastewater from development within the Ag Center is delivered to the industrial treatment facility, allocate the new flow for reuse/recharge if current agreements with Monterey One Water do not already commit these flows to Pure Water Monterey or other end uses.

Potential groundwater supply limitations are not expected to constrain developing the Salinas Ag Center. That development would convert agricultural land to urban use. The water supply assessment conducted for the project verified no increase in groundwater demand under buildout conditions. To avoid future supply issues, the City should track cumulative development within the center for its consistency with land use/development capacity assumptions in the associated specific plan to ensure that cumulative water demand does not exceed water supply assessment projections.

The City could consider incentivizing new water intensive agricultural industrial users to locate at the Ag Center site and/or incentivize existing intensive users to relocate to the center, with existing vacated/underutilized sites prioritized for low water demand agricultural industrial or other low water demand end uses.

Costs to mitigate groundwater overdraft could be extremely high. Mechanisms for generating the funding for mitigation project and management action costs are not in place but are identified as an implementation step to follow adoption of the GSP. The City should maintain a strong voice in the GSA process for selecting and implementing projects and actions to advocate for those which have the least impact on urban industrial users.

Wastewater Treatment—Practical Implications and Solutions

Short-Term Capacity Expansion

To partially relieve constraints to business development/expansion posed by limited treatment capacity, the City has planned a set of improvements to the IWTF to increase its effective capacity by 1.5 mgd to 5.5 mgd. This project is being driven primarily by a request from an existing agricultural industrial business that would like to relocate, at least over the short term, to Ag Center, while also retaining its existing treatment capacity allocation. The expansion project is designed and CEQA review is complete.

The City’s timing for implementing this expansion may be contingent on the outcome of discussions with the Regional Water Quality Control Board regarding the facility floodproofing improvements it is requesting and potentially necessary for the City to maintain the facility waste discharge permit from the Regional Water Quality Control Board. If floodproofing improvements must be made before facility capacity expansion is permitted, the latter will be significantly delayed,

as a floodproofing project must be designed, approved by the Regional Water Quality Control Board, and funding identified and secured. This fact has substantial implications for both short- and mid-term agricultural industrial business retention and expansion.

Mid- to Longer-Term Capacity Expansion

As has been discussed, the Salinas Ag Center will likely be the primary destination for new, non-infill, agricultural industrial business growth. Recognizing that such growth is in part contingent on further expanding IWTF capacity, the City has embarked on an IWTF expansion master plan process that it expects to complete in summer/fall 2023. The master plan identifies expansion improvement requirements, associated costs, and a user fee structure to generate funding for the improvements. Expansion would be phased as needed. The City has met with key agricultural industrial business stakeholders for input on the plan, including the fee structure. It is assumed that the master plan includes a projection of total treatment demand that accounts for all future estimated demand from buildout of the Ag Center and considers potential added demand from expansion of existing businesses and from infill on vacant parcels and redevelopment of underutilized infill parcels.

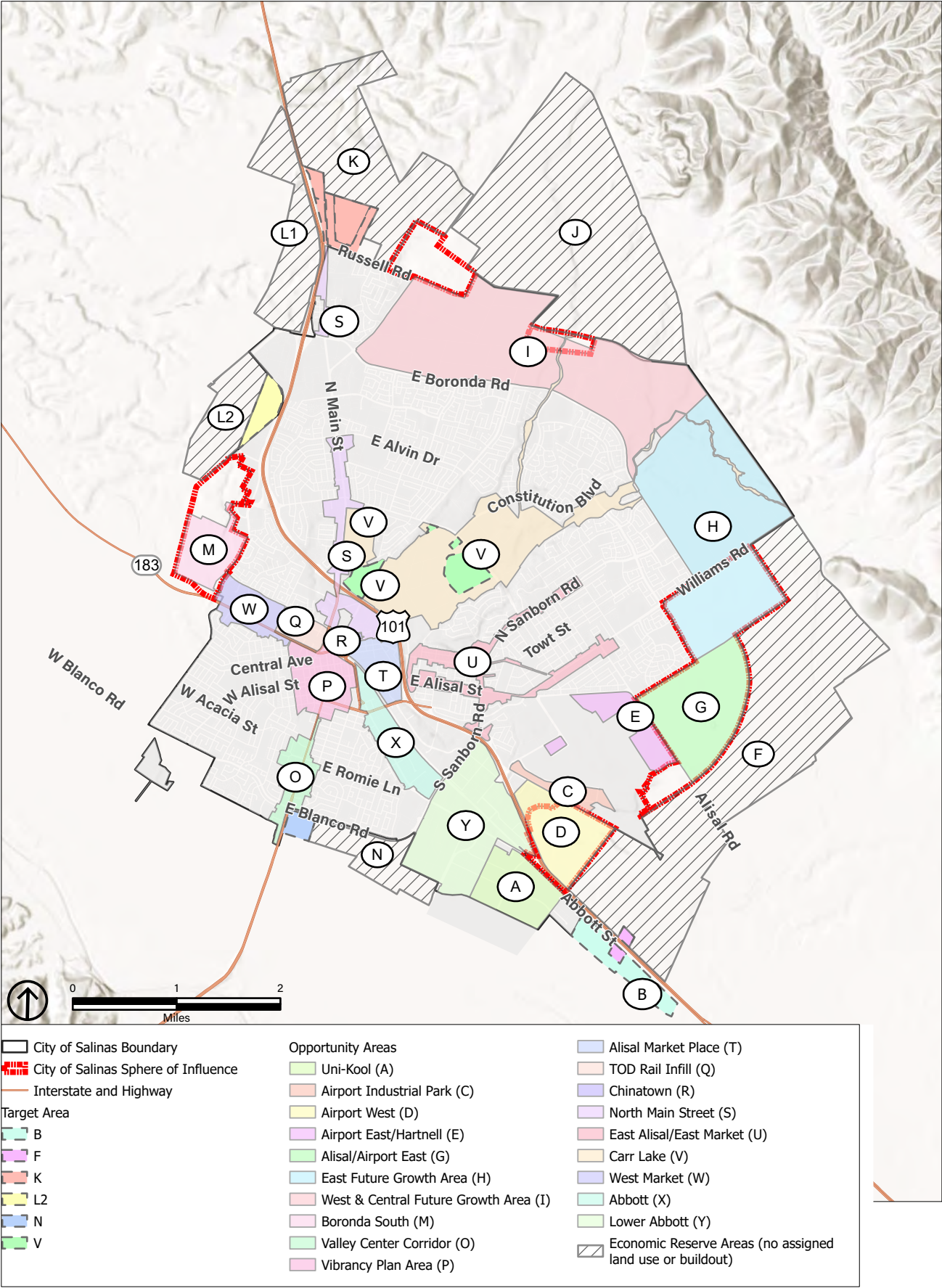
The timing for IWTF expansion beyond the 1.5 mgd project currently being planned by the City is uncertain. Nevertheless, the IWTF expansion master plan will facilitate more timely expansions as demand dictates by establishing expansion design requirements and funding mechanisms. The master plan is a pre-requisite solution to moderating business uncertainty about this business development constraint and to facilitating business retention and potential expansion.

Land Use—Practical Implications and Solutions

Physical resource and circulation constraints limit development opportunities for vacant land designated for industrial use in the general plan (Economic Opportunity Areas D and G, as identified in the EDE; see **Map 6**) and added to the City's land inventory through the EDE process. In addition, their locations do not afford opportunities for development synergy with agricultural industrial uses in the existing Abbott Street industrial area. While not all industrial agricultural cluster businesses require physical adjacency to the existing locus of such uses to thrive, that adjacency is considered a significant benefit from a land use perspective.

The Salinas Ag Center is the next locus of new/expanded agricultural industrial development. As described elsewhere in this report, while the development absorption rate for that site is unknown, having other options for industrial land supply provide additional flexibility to meet the City's agricultural industrial growth needs over the midterm to longer term.

Map 6: Economic Development Target, Opportunity, and Reserve Areas



Expanding the Ag Center boundaries to create new additional industrial land supply is a contingent land use planning goal that would proceed if the Ag Center development occurs at a rate that would exhaust other options for industrial development. Planning for and extending infrastructure to adjacent land would be efficient relative to other land designated for industrial use. It would also provide efficiency synergies for agricultural industrial businesses. To support this concept, the City could:

- f. Relocate a portion of the City's existing industrial development capacity from other areas (e.g., EOA G) to this location as a tradeoff from a resource demand/impact (particularly agricultural land conversion) perspective.
- g. Work with the owners of the Ag Center site to amend the specific plan to eliminate the agricultural easements designed into it that would limit expanding the site. CEQA documentation may be required, as the easements are identified in the EIR as design feature that limits additional agricultural land conversion.

Appendix B: Salinas Agricultural Producers and Service Providers

Appendix B: Salinas Agriculture and Related Supplier Businesses

Company Name [1]	NAICS Code	NAICS Description
AG Rx	325	Chemical Manufacturing
American Farms LLC	424	Merchant Wholesalers, Nondurable Goods
Alvarado Street Brewing	312	Beverage and Tobacco Product Manufacturing
American Growers Cooling Co	311	Food Manufacturing
A D Cattle Co Inc	115	Support Activities for Agriculture and Forestry
Austin Harlow Winery	312	Beverage and Tobacco Product Manufacturing
Backstretch	115	Support Activities for Agriculture and Forestry
Boggiatto Produce Inc	424	Merchant Wholesalers, Nondurable Goods
Booth Machinery	423	Merchant Wholesalers, Durable Goods
Coastal Tractor	423	Merchant Wholesalers, Durable Goods
Camarillo Harvesting	115	Support Activities for Agriculture and Forestry
Chualar Canyon Winery	312	Beverage and Tobacco Product Manufacturing
Collier Feed and Pet Supply	424	Merchant Wholesalers, Nondurable Goods
Coca Cola Bottling Co Of Ca	312	Beverage and Tobacco Product Manufacturing
Coastline Family Farms	424	Merchant Wholesalers, Nondurable Goods
Custom Produce Sales	424	Merchant Wholesalers, Nondurable Goods
D'Arrigo Bros Co Of California	424	Merchant Wholesalers, Nondurable Goods
Dave's Haybarns	424	Merchant Wholesalers, Nondurable Goods
Dole Food Co Inc	311	Food Manufacturing
Duda Farm Fresh Foods	424	Merchant Wholesalers, Nondurable Goods
Crystal Creamery	311	Food Manufacturing
Enzaden Co	424	Merchant Wholesalers, Nondurable Goods
Easton Enterprises Inc Loading	424	Merchant Wholesalers, Nondurable Goods
Fanciful Co	115	Support Activities for Agriculture and Forestry
Fontes Farms Office	115	Support Activities for Agriculture and Forestry
Fanciful Co	115	Support Activities for Agriculture and Forestry
Green Gate Fresh	311	Food Manufacturing
General Farm Investment Co	424	Merchant Wholesalers, Nondurable Goods
Hilltown Packing Co Inc	115	Support Activities for Agriculture and Forestry
Grower Express	424	Merchant Wholesalers, Nondurable Goods
Incotec	311	Food Manufacturing
Keithly Williams Seeds	424	Merchant Wholesalers, Nondurable Goods
Latitude 36 Foods LLC	311	Food Manufacturing
Ippolito International	115	Support Activities for Agriculture and Forestry
Luis Scattini and Sons	424	Merchant Wholesalers, Nondurable Goods
Mann Packing Co Inc	424	Merchant Wholesalers, Nondurable Goods
Newstar Fresh Foods	424	Merchant Wholesalers, Nondurable Goods
Norcal Harvesting LLC	115	Support Activities for Agriculture and Forestry
Mc Cormick and Co Inc	311	Food Manufacturing
Nunes Co Inc	424	Merchant Wholesalers, Nondurable Goods
Pacific Sales Co	424	Merchant Wholesalers, Nondurable Goods
Pacific International Mktng	424	Merchant Wholesalers, Nondurable Goods

Company Name [1]	NAICS Code	NAICS Description
Odonata Winery and Tasting Room	312	Beverage and Tobacco Product Manufacturing
Muller Irrigation Salinas Vly	423	Merchant Wholesalers, Durable Goods
Pessagno Winery	312	Beverage and Tobacco Product Manufacturing
RC Farms LLC	424	Merchant Wholesalers, Nondurable Goods
Quinn Co	423	Merchant Wholesalers, Durable Goods
Red Blossom	424	Merchant Wholesalers, Nondurable Goods
Sakata Seed America Inc	424	Merchant Wholesalers, Nondurable Goods
Rijk Zwaan	424	Merchant Wholesalers, Nondurable Goods
River Fresh Farms	424	Merchant Wholesalers, Nondurable Goods
Salad Farm	424	Merchant Wholesalers, Nondurable Goods
Salad Savoy Corp	424	Merchant Wholesalers, Nondurable Goods
Scaroni Family Of Co	424	Merchant Wholesalers, Nondurable Goods
Seed Science Inc	424	Merchant Wholesalers, Nondurable Goods
Seed Dynamics	424	Merchant Wholesalers, Nondurable Goods
Semco Cooling	493	Warehousing and Storage
Shamrock Seed Co Inc	424	Merchant Wholesalers, Nondurable Goods
Scheid Vineyards Inc	312	Beverage and Tobacco Product Manufacturing
Simplot Grower Solutions	424	Merchant Wholesalers, Nondurable Goods
Snow Seed Co	424	Merchant Wholesalers, Nondurable Goods
Salinas Transplant Co	424	Merchant Wholesalers, Nondurable Goods
SMD Logistics Inc	115	Support Activities for Agriculture and Forestry
Syngenta Seeds Inc	424	Merchant Wholesalers, Nondurable Goods
Southwest Harvesting Inc	115	Support Activities for Agriculture and Forestry
Sutton AG	423	Merchant Wholesalers, Durable Goods
Taylor Farms Retail Shipping	115	Support Activities for Agriculture and Forestry
Tanimura and Antle	115	Support Activities for Agriculture and Forestry
TS and L Seed Co	424	Merchant Wholesalers, Nondurable Goods
Talbott Vineyards	312	Beverage and Tobacco Product Manufacturing
Taylor Farms	424	Merchant Wholesalers, Nondurable Goods
Valley Pride Inc	115	Support Activities for Agriculture and Forestry
Veda Farming Solutions	423	Merchant Wholesalers, Durable Goods
Uni KOOL Co	424	Merchant Wholesalers, Nondurable Goods
White Seed Co	424	Merchant Wholesalers, Nondurable Goods
Wilbur Ellis Co	424	Merchant Wholesalers, Nondurable Goods
Wilver Ellis	325	Chemical Manufacturing
Vangaurd Seed Corp	424	Merchant Wholesalers, Nondurable Goods
Wilbur Ellis Corporate	115	Support Activities for Agriculture and Forestry
Z and S Seed Svc Inc	424	Merchant Wholesalers, Nondurable Goods

Source: ESRI, DataAxle

[1] Table only includes businesses that were verified as currently operating.



Salinas Agricultural Policy Framework

March 2024



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Introduction

Introduction

Background and Context

Salinas is synonymous with the agricultural lands that surrounds the city, which tens of thousands rely on for employment, and millions more rely on for food. Agriculture contributes an estimated economic impact of over \$8 billion per year to the Salinas Valley and is the leading employment industry in the city. The agricultural land surrounding Salinas and its related industry are among the most valuable features of the community, and of the utmost importance to preserve. Salinas has grown in both size and population since the current General Plan was adopted in 2002.

Salinas' relationship with the agriculture industry continues to evolve as Salinas changes, growing from 14,000 residents in 1940, to over 160,000 in 2023. As fields converted to neighborhoods, commercial centers, and industry, Salinas became the "value-add" hub of the region, packaging and processing produce for distribution. Farmland within municipal boundaries has shrunk and both the 1988 and 2002 General Plans envisioned the long-term conversion of remaining fields to other uses. In the past decade, Salinas has also emerged as a leader in Agriculture Technology (Ag-Tech), and hosted the Forbes Ag-Tech summit for five consecutive years pre-Covid-19 pandemic.

In 2021, the City launched a comprehensive General Plan Update, branded *Visión Salinas 2040*. This is the time to examine Salinas' current relationship to the agricultural industry and how to plan for its future. A lack of available industrial/commercial space, development-ready land, and other factors make business expansion/attraction difficult. The livelihood of many Salinas residents is tied directly or indirectly to agriculture, but its median household income is below that of the state and Monterey County. High housing and other costs exacerbate industry

workforce challenges. The General Plan Update is an opportunity to position Salinas and the agriculture industry for an adaptable and resilient future that raises the quality of life for all in the community.

SALC Planning Grant

The City received a Sustainable Agricultural Land Conservation Planning Grant (SALC Grant) that funded an agricultural economic and land use analysis and grassroots engagement of farmworkers and Salinas residents in the General Plan process. The economic analysis examined industry crop and labor trends, challenges and threats, and real estate and land use suitability. The outreach component focused on a wider range of topics impacting the local labor force, and was used to reach community members who are underrepresented in traditional policy-making efforts.

The final grant deliverable, this Agricultural Policy Framework, is the result of these projects, and collects draft policies and recommendations for the General Plan update related to the industry in a central document.

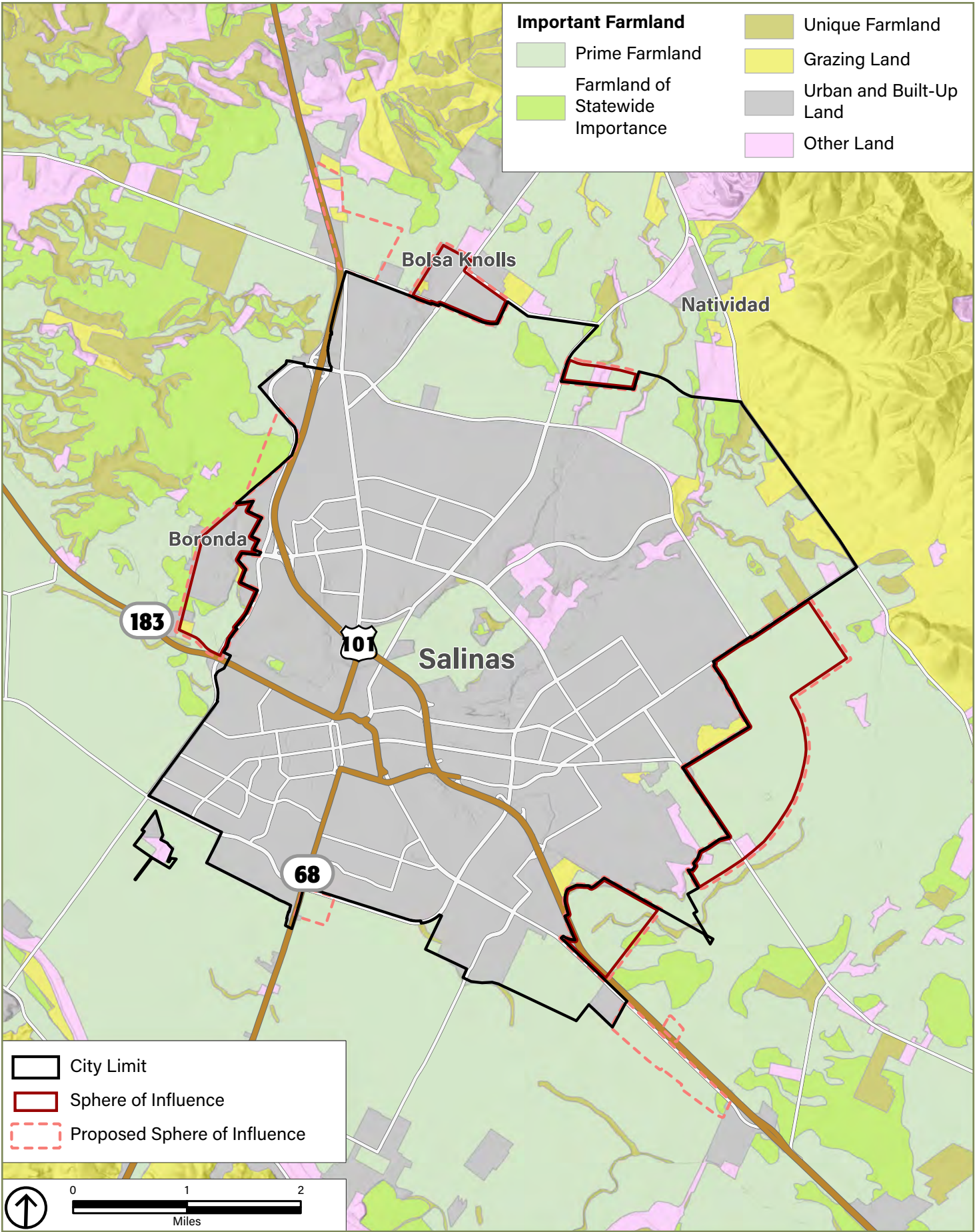
Document Organization

This document is organized into three chapters and appendices: Chapter 1 is this introduction. Chapters 2 and 3 summarize the economic analysis and community engagement results and provide the draft policies for the General Plan Update. The unabridged Salinas Agriculture Economic and Land Use Study and community engagement documentation are appendices to this Framework.

Key Findings

- The landscape of the agriculture industry in Salinas is in its next evolution, as future growth will convert most active growing fields in City boundaries, it faces increasing competition from other Monterey County cities and other regions of the United States.
- Addressing transportation and water infrastructure are critical to retaining and attracting packing/shipping and other value-add agricultural businesses. Improving access to US 101 and increasing industrial wastewater capacity in particular.
- Land and facility availability for new businesses is extremely tight. Facilitating development of the Agriculture Industrial Center is critical to relieving this limited capacity.
- The General Plan Update should encourage a more flexible zoning code. In addition, improving the permitting process and experience are important to elevating the perception of the City as open to business development.
- The City needs more direct and intentional communication with the agriculture industry to build relationships and gain a deeper understanding of its core challenges. This should help tailor economic development efforts supporting the industry.
- The industry, City, and educational partners need to work together to prepare the labor force for the future. Increasing educational attainment in technology, chemistry, and other related fields can help increase the career prospects of residents and attract companies to grow Salinas as an Ag Tech and research destination.
- Climate change threatens both the agriculture industry and its workers. Increased flooding and wildfire in recent years have damaged cropland, led to product and wage losses, and created hazardous working conditions. Risks of pests, reduced water availability, and changing growing suitability are additional threats.
- Housing affordability is both a top resident concern and a labor issue. Low wages and high costs make Salinas an unaffordable place and leads to overcrowding and other challenges. The industry, City, and housing partners all must place larger roles in impacting this housing crisis.
- Pesticide exposure, pollution burden, food access, limited open space, and housing conditions are all environmental justice issues facing Salinas farmworkers. Draft policies for the City's first Health and Environmental Justice Element seek solutions to these and other concerns.

Agricultural Land In and Around Salinas



Data Source: California Department of Conservation, 2018; PlaceWorks, 2021.

02

Economic and Land Use Analysis of Agriculture in Salinas



Introduction

This chapter summarizes the Salinas Agriculture Economic and Land Use Study prepared for the City of Salinas. It also adds additional context and the draft General Plan policies related to its recommendations. See Appendix A for the complete, original Study.

Salinas is at the forefront of one of the most productive agricultural economies in the world and continues to grow and evolve both as a community and an economy. The economic opportunities in Salinas continue to provide opportunities to diversify. This Ag study focuses on the agricultural economy. It identifies how Salinas can continue to benefit from agricultural production while planning for future challenges and providing opportunities to grow, continuing to keep the agricultural economy strong. Salinas serves as an operation base for multiple functions within the agricultural economy, including equipment vendors, employment services, administrative support, and distribution and warehousing. These operations act as standalone companies and as part of larger agricultural companies.

To address future capacity issues, Salinas has identified an opportunity area called the Salinas Agricultural Industrial Center (the Ag Center). The Ag Center has gone through a specific plan process and discussions around this site have centered on a need for specialized cooling and other logistics and warehousing facilities, as well as potential space for processing activities and administrative and support functions. While projected job growth for Salinas shows modest net growth in demand for industrial spaces, demand for the center could also be driven by relocation of existing businesses within town. This creates an opportunity to optimize the replacement use to the benefit of the industry and the City. The Ag Center would potentially help agricultural production businesses in Salinas remain competitive

and stay in Salinas by helping to reduce operational input costs.

Therefore, Salinas' capacity to expand its role as the industrial and administrative center of Monterey County's agricultural economy would be enhanced with the establishment of the Ag Center. The Ag Center would provide modern spaces for existing operations looking to expand or replace aging facilities and serve as a potential business attraction location. The Center would also provide a unique opportunity to reorganize Salinas' economic geography by relocating industrial uses that are situated closer to residential neighborhoods, and allowing the existing spaces to be redirected towards redevelopment and placemaking activities that can support other economic activities and better meet market demand from residents as well as tourists. Key trends discussed in this chapter include:

- Recent years have shown Salinas' economic base growing at a modest pace, with agriculture making up the largest portion of economic activity. Salinas' labor force is young, with a large proportion of workers lacking a high school or college education. Salinas also has a shortage of both agricultural production workers as well as health care and educational workers. The labor force also has a sizable number of professionals and construction workers who commute to jobs outside of Salinas and Monterey County. The role of Salinas as a bedroom community for those workers has put upward pressure on housing prices, and the regional shortage of agricultural workers as well as the tourist-serving hospitality workers is an outcome of that trend.
- Salinas has numerous opportunities with agriculture and other economic sectors; however, its competitive position with agriculture has been the strongest. As Salinas evolves, other communities along the 101 corridor, such as Gonzales and King City, have also begun to compete for industrial functions.

- Constraints to expansion and modernization of Salinas' agricultural sectors are extensive and must be addressed. Most prominently, the City's water supply and wastewater infrastructure face numerous challenges. In addition, circulation constraints have put Salinas at a disadvantage compared to other locations, such as the Central Valley. The 101/Abbott interchange project will need to be a priority in conjunction with the Center project.

Existing Conditions and Key Issues

Employment base and key industries

Salinas is the leading economic center for Monterey County, and its composition and recent trends parallel the broader regional economy to a large extent. For both Salinas and the County, the employment base is dominated by agricultural production. Salinas' employment base totaled about 65,200 jobs in 2021. By comparison, the County had a total of 188,400 jobs. The largest employers in Salinas are agriculture, health care, retail trade, educational services, and public administration. About 25 percent of the agricultural employment in the county is in Salinas. This mirrors the overall job distribution that also shows about a quarter of the total jobs in Monterey County are located in Salinas, according to data from JobsEQ¹.

Some growing economic base industries, (those with positive job growth and high existing concentration) according to the same data, include agricultural support services, food manufacturing, wholesale trade, and hospitals. Emerging industries (those with positive job growth but a low existing concentration) include construction, manufacturing, health care, data and information services, and multiple professional services sectors. It is critical that land use and zoning policies are flexible enough to respond to needs to both base and

emerging industries and provide land availability for both. These are still broad industry categories and particularly for emerging industries, more research is needed to identify business types to better understand how to attract and grow these jobs.

Labor force trends

Salinas' potential job creation strength lies in its changing demographics and educational and economic characteristics. Salinas' relative youth with a median age of 31 years, slightly increasing educational attainment levels, and substantial college or graduate school enrollment are all positive traits that could lead to a higher trained and more qualified workforce able to fill potentially higher paid jobs. Combined with greater and targeted local educational opportunities through Hartnell Community College and California State University Monterey Bay, as well as research and development facilities at the Naval Postgraduate School in Monterey and the University of California at Santa Cruz, Salinas is geographically well positioned to build upon these strengths. In addition, the unemployment rate for Salinas in 2021 was 5.5 percent, which is notably lower than California (8.3 percent) and Monterey County (6.8 percent).

While increasing, educational attainment in Salinas is still behind both California and Monterey County with only 57.7% of those at least 25 years of age graduating from high school and 12.5% obtaining a bachelor's degree or higher. These figures are at 74% and 27.2% for Monterey County, and 84.4% and 36.2% for California². Salinas also comparatively lacks lacks high-paying jobs, with an average household income lower than the State or County average³. Increasing educational attainment and direct training/apprenticeships are important for pathways to better paying jobs and attracting more companies with those kinds of opportunities.

1 Source: JobsEQ (historical data from Quarterly Census of Employment and Wages)

2 US Census American Community Survey (2021 one-year sample).

3 US Census American Community Survey (2020 five-year estimate)

Crop Patterns and Trends

Monterey County is one of the leading agricultural producing regions in the world, and in particular has large concentrations of high value crops that go directly to consumers for consumption. Total agricultural production was about \$4.1 billion in 2021, and the overall production remained above \$4 billion every year over the past decade, except the beginning of the COVID-19 pandemic in 2020. The unadjusted crop production value since 2012 peaked at \$4.8 billion in 2015.

The leading crops in Monterey County in 2021 include strawberries, lettuce, broccoli, wine grapes, spinach, cauliflower, celery, livestock, brussels sprouts, and nursery products. The prevalence of strawberries, lettuce, broccoli, and wine grapes has been consistent over the long-term. However, in recent years nursery products production has dropped.

With the production value per acre, strawberry crops averaged over \$93,000 in 2021. This production value per acre has shown long-term growth over the past decade, while most of the other leading crops have a production value per acre below \$20,000 with minimal long-term change since 2012.

Other high value crops with over \$100,000 in production value per acre include nursery products and mushrooms. It should be noted that many of the individual commodities for those high-value crops are grown under cover and therefore tend to utilize less space than other crops grown in the open.

The cultivated crop acreage in Monterey County in 2021 was about 294,700 acres. This is a decline from prior years, which showed a recent peak of 373,500 acres in 2013 and steadily declined afterwards. . It remains to be seen whether the decline in vegetable crop acreage was a temporary phenomenon brought on by pandemic-driven labor shortages, or if this represents a more permanent reduction.

Cannabis represents a significant addition to

agricultural production, but in the short-term the sector remains highly volatile as wholesale prices dropped significantly in 2022 due to overproduction throughout the State of California.

Consideration of Climate Change

Climate change has impacted California agriculture in many ways. Increasing temperatures and reduced chill hours, volatile precipitation, extreme weather (droughts, floods, and fires), and an uptick in pests are significantly impacting California agriculture, crops, and crop rotation patterns. Moving forward, the farming community is forced to address the impacts of climate change to remain productive as the global crop demand is expected to double by 2050.⁴

Global temperatures have increased by 2.5°F since 1880 and are projected to continue to increase in California throughout the 21st century⁵. With a warming climate have come rising nighttime temperatures and an increase in extreme heat⁶, the latter of which puts pressure on the farmworkers. Further, increased heat has reduced winter chill hours (hours under 45°F)⁷, which are essential for the growth of many California seed and fruit crops, including almonds, walnuts, avocados, cherries, and oranges, among others.⁸

4 Ray, D. K., Mueller, N. D., West, P. C., & Foley, J. A. (2013). Yield trends are insufficient to double global crop production by 2050. *PLoS ONE*, 8(6). <https://doi.org/10.1371/journal.pone.0066428>

5 Fernandez-Bou, A. S. (2022, June 13). Climate change and the future of Agriculture. *CalCAN*. <https://calclimateag.org/climate-change-and-the-future-of-agriculture/>

6 Gershunov, A., & Guirguis, K. (2012). California heat waves in the present and future. *Geophysical Research Letters*, 39(18). <https://doi.org/10.1029/2012gl052979>

7 Luedeling, E., Zhang, M., & Girvetz, E. H. (2009). Climatic changes lead to declining winter chill for fruit and nut trees in California during 1950–2009. *PLoS ONE*, 4(7). <https://doi.org/10.1371/journal.pone.0006166>

8 CalCAN. (2021, December 7). Climate threats

In addition, the warmer environment creates a faster snowmelt runoff, which leads to both winter flooding (similar to the recent flooding that occurred in 2023 in Monterey County) and summer water deficits.⁹ The effects of climate change present multiple challenges to crop survival, as oxygen availability decreases, root asphyxia occurs, and plant disease rates increase.¹⁰

Not only are droughts and flooding becoming a pattern, but wildfires are also occurring at an increasing rate.¹¹ Fires have eliminated many fields

to agriculture. CalCAN. <https://calclimateag.org/climatehreatstoag/>

9 Sommer, L. (2017, February 28). With climate change, California is likely to see more extreme flooding. NPR. <http://www.npr.org/2017/02/28/517495739/with-climate-change-california-is-likely-to-see-mo-re-extreme-flooding>

10 Pioneer Agronomy. (n.d.). Flooding Impact on Crops. Pioneer® Seeds. <https://www.pioneer.com/us/agronomy-science.html>

11 Westerling, A. L., Hidalgo, H. G., Cayan, D. R., &

altogether and have also led to vast increases in insurance premiums for farmers. Some have lost coverage entirely.¹²

Climate change is also impacting agriculture through an increased presence of pests and plant diseases. Pathogen development and survival rates have increased with the warmer climate¹³, putting crops at risk of animal, fungal, bacterial, and other viral pathogens.¹⁴

Agricultural Cluster Trends

Agricultural production represents a multifaceted activity in Salinas and Monterey County that creates demand for businesses in other support sectors. Some of the supporting industries for agriculture are more concentrated than others. Some specific areas of note include:¹⁵

- Support activities for crop production are concentrated in Salinas and include a combination of farm management and contract labor, in addition to specialized crop and harvesting services.
- Trucking, warehousing, and storage are lacking in Salinas. While some trucking services have an above-average concentration in Salinas, some other types of transportation and transportation

Swetnam, T. W. (2006). Warming and earlier spring increase western U.S. forest wildfire activity. *Science*, 313(5789), 940–943. <https://doi.org/10.1126/science.1128834>

12 California State Assembly. (2020, November 18). The Impact of Wildfires on California Agriculture Report Informational Hearing.

13 Ahanger, R. A., Bhat, H. A., Bhat, T. A., Ganie, S. A., Lone, A. A., Wani, I. A., Ganai, S. A., Haq, S., Khan, O. A., Junaid, J. M., & Bhat, T. A. (2013). Impact of Climate Change on Plant Diseases. *International Journal of Modern Plant & Animal Sciences*, 105–112. <https://doi.org/10.1201/b14056-16>

14 17 Pathak, T., Maskey, M., Dahlberg, J., Kearns, F., Bali, K., & Zaccaria, D. (2018). Climate change trends and impacts on California agriculture: A detailed review. *Agronomy*, 8(3), 25. <https://doi.org/10.3390/agronomy8030025>

15 Data from JobsEQ



Climate change raises the risks of increased regional flooding

support sectors, such as freight transportation arrangement and support activities for road transportation do not have a high concentration. Warehousing and storage sectors also have a low concentration in both Salinas and Monterey County.

- Trade and regulatory organizations in Salinas generally show a comparatively low concentration of jobs. Only public sector regulation of agricultural marketing and commodities shows a high concentration.
- Salinas is under-represented in food and beverage manufacturing. Many individual food processing industries have not developed in Salinas. The processing activity often ties into what a region grows, and as mentioned in the previous section, much of Monterey County's agricultural product is consumed directly rather than designated for further processing activity beyond cooling and packaging. The only food manufacturing sector with above-average concentration is other food manufacturing.
- Beverage manufacturing also shows a low concentration of jobs in Salinas. This may be an excellent target for future capture in Salinas, as County data (see subsequent section) show the industry is otherwise well-represented in the region. Again, this may be an industry that helps fill out the industrial base of the City.

Supporting Operations

Crop production in Monterey County creates demand for more than \$2.0 billion in supplier purchases, with 34 percent of the purchases occurring locally. The highest supplier demand occurs in agricultural support services, chemical manufacturing, other farm products, real estate, and petroleum/coal products.

Supplier industries with the highest demand by crop producers include agricultural support services, chemical manufacturing, other crop producers, real estate, and petroleum/coal product manufacturing. Each of these sectors generate more than \$100

million in supplier demand by crop producers.

Warehousing and storage only generate about \$8.7 million in annual supplier demand. Most warehousing and storage use the crop producers' own facilities, rather than supplied through an outside firm.

The sectors with the highest in-region purchase percentage are support activities for agriculture and trade with other crop producers. At least 75 percent of the purchases for these sectors are made with other Monterey County businesses.

The largest unmet commodity demand is with chemical manufacturing, for which only 15 percent of the supplier purchases are made in-region.

The types of businesses that can be supported in Salinas would need to account for the high degree of urbanization within the City Limits, compared to unincorporated Monterey County. While sectors such as chemical and petroleum/coal product manufacturing have very large unmet demand by agricultural businesses that is imported into Monterey County, those types of uses also generate externalities (noise, pollution, safety risks to adjacent residential neighborhoods, etc.) on a scale that make them undesirable uses for a populated area with high average household sizes such as Salinas.

The largest suppliers with potential for import substitution also include several manufacturing sectors, such as machinery, wood products, paper products, electrical equipment, plastic/rubber, and fabricated metal manufacturing. The general site conditions for that type of manufacturing can be potentially accommodated within Salinas' existing and planned industrial areas. Each of these sectors have at least \$20 million of unmet agricultural supplier demand in Monterey County.

Role of Agricultural Technology

For Salinas to determine its own economic future, jobs will need to be created in sectors dissimilar from the past, but also related to opportunities in ag tech. Many of the most innovative ag tech companies

are either centered in the area or are focused on applied research and commercial applications in the vegetable growing fields of the surrounding Monterey Bay region.

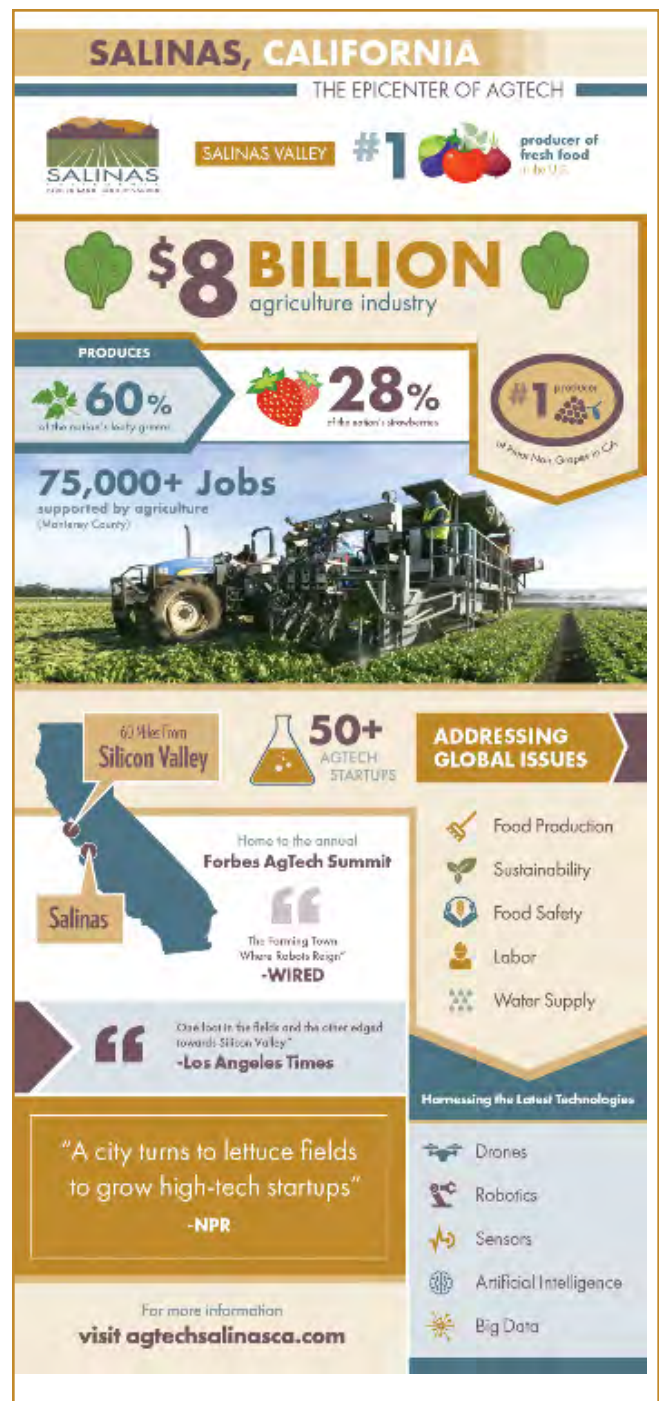
Moreover, a basic tenet of economic development is the expansion of capacities that contribute to the advancement of society through the realization of individual, firm, and community potential. With that in mind, the future of Salinas' economic growth should come from an increased commitment to nurturing its greatest economic strength—agricultural production and distribution—but also an increased emphasis on technology-based industries mentioned above, especially as they relate to agricultural innovation.

Over the last decade, Salinas has become a leader in AgTech, with advances like the Western Growers Center for Innovation and Technology, a burgeoning start-up scene, and hosting the Forbes AgTech summit multiple times. The City must do what it can to keep momentum in this space going and help its educational partners prepare residents for opportunities in this sector.

Required Space Type and Acreage

Projected employment growth in Salinas through 2031 will potentially support over 350,000 square feet of industrial space. In addition, wholesale trade job growth will potentially support nearly 200,000 square feet and transportation and warehousing growth could potentially support as much as 100,000 square feet of space in Salinas. Altogether, this represents nearly 650,000 square feet of industrial and similar building space that would be needed over the next 10 years. Depending on the floor area ratio (FAR) assumption, this potentially creates demand for over 40 acres of industrial land.

It should be noted that the projected job growth would represent a significant slowdown from the job growth trends over the past decade. If the growth projection continues the high growth trend that Salinas experienced over the past decade, then the



overall demand for industrial space would come out to nearly 2 million square feet of industrial space, with a potential land demand of up to 130 acres. Over a 20-year period, this high growth scenario would result in more than 4.7 million square feet of industrial space demand, and a potential land demand of more than 300 acres.

In addition, the square footage demand does not include agricultural production, which generally supports outdoor and greenhouse operations that do not require built-up industrial spaces. However, many of the most prominent crop types in Monterey County, such as lettuce and salad products, require refrigerated storage and chilling facilities before heading to market. This increases the potential need for light industrial spaces. It should be noted that the need for expanded cooler functions does not depend on large demand for more workers. Because of the high cost for these facilities, the private sector has been hesitant to take on the construction risk.

The Salinas Agricultural Industrial Center (the Ag Center), a 257-acre ag-related industrial park located within Salinas, presents an opportunity for the City to revitalize and expand their industrial offerings, attracting new facilities and users. Recent land use plans prepared for the Ag Center anticipate the center will contain approximately 1.5 million square feet of major industrial uses (agricultural processing center), 2.0 million square feet of minor industrial uses (ag. cooling, distribution, & general light

industrial), and 770,000 square feet of minor (Flex) industrial uses (sales, contractor yards). The expected capital subsidy of \$35 million (2023 \$) to be provided by the City based on new property tax increment generated by the site should be an effective approach to keeping the cost of land and space at levels affordable to support industry.

The Agricultural Industrial Center Specific Plan was adopted in 2009 and to date has seen no construction on the property. As the only significant industrially-zoned undeveloped land in the City, this has helped create a tight market for related uses. Enabling Ag Center development is critical to maintaining Salinas' lead role in the industry and keeping existing facilities in the city, as well as attracting new ones. If existing companies within Salinas relocate to the Ag Center, that would also open new industrial and light industrial opportunities on their former sites. Many of the older facilities in town are in two distinct areas, the Market Street area, and other areas. Where possible, treating these areas as "sending" zones and positioning Abbott Steet as the "receiving" zone



Agriculture Industrial Center Site from above Harris Road

would be a gradual and systematic approach to consolidating and strengthening land use patterns in Salinas, allowing appropriate adaptation of close-in land supply on the periphery of the downtown district. The reorganization and consolidation of ag functions to the Abbott Street area sets up the potential for site reuse for housing and other uses as appropriate. Key stakeholders in the City's agricultural industrial business community have identified a lack of industrial land supply available for business expansion/development where development costs are feasible. The Ag Center site is the "ripest" site for agricultural industrial business development due primarily to its advanced entitlement status. The rate at which development absorption will occur is unknown at this time. Regardless, it is prudent for the City to be planning for longer-term agricultural industrial development capacity as such is important for longer term growth and for managing industrial land costs through adequate competition.

Transportation and Infrastructure Barriers

Transportation, water availability, and industrial wastewater are three infrastructure components that will limit the agriculture industry in Salinas if not properly addressed. Existing circulation constraints have and will continue to be a disincentive for existing agricultural businesses in the southwest portion of the City. While not explicitly expressed by focus group participants as a likely sole rationale for curtailing new investment in Salinas, circulation challenges were universally identified and noted as a potentially important variable in Mann Packing's decision to relocate to Gonzales.

Agricultural industrial businesses in and near the Abbott Street industrial corridor have long been concerned about circulation constraints, as identified in the transportation analysis conducted for the Salinas Ag Center, and the public outreach process for the Economic Development Element (EDE). Several sector stakeholders also noted the poor pavement conditions on a number of roadways in and around the industrial core as indicative of a



Freight infrastructure and circulation are key issues to address

decline in the quality of the transportation system.

This includes heavy-duty truck access from Highway 101 back to the industrial areas. Studies have identified congested conditions and limited access due to limited roadway capacity. Due to uncertainty about mitigation feasibility for a number of improvements, the Salinas Ag-Industrial Center EIR found many impacts to be potentially significant and unavoidable.

Circulation improvements needed to resolve operational challenges are known, but their implementation is constrained by funding and physical limitations along some routes. The Transportation Agency of Monterey County (TAMC) is in the preliminary planning stages for a project to improve the U.S. Highway 101/Abbott Street interchange. This could provide some incremental relief, particularly for future end users in the Salinas Ag Center. The possibility for a new interchange accessing 101 at Abbott Street and Harris Road would be a more direct improvement for the existing industrial users and the Ag Center.

Cal Water extracts groundwater from the 100/400-foot aquifer to supply agricultural industry in Salinas. The aquifer is in overdraft condition. New demand from expanded operations on existing sites and/or revitalization of underutilized/vacant sites would

worsen overdraft conditions; such demand could come under heightened scrutiny.

Farmers are already making decisions about moving agricultural production and associated processing and packaging operations to other locations and/or extending the duration of production in other locations in part due to concerns about water supply availability.

Water supply availability is a key concern for agricultural industrial sector stakeholders as it affects both the direct and indirect financial viability of their businesses. Sufficient supply to accommodate business expansion going forward and sufficient supply for continuing agricultural crop cultivation are cited as the two main potential constraints. Potential constraints stem primarily from the perceived threat of water supply being constrained to ensure sustainability of groundwater supply.

Agricultural industry stakeholders and the City understand the implications of groundwater sustainability plans (GSP) developed by the Salinas Valley Groundwater Sustainability Agency (GSA). The status of groundwater supply, both quantity and reliability, suggests that constraints on water supply availability are possible now and in the future. These constraints include historical overdraft of groundwater (with agricultural demand accounting for 90 percent). In addition, the GSP underestimates future subbasin overdraft for urban growth that occurs as infill rather than new expansion onto agricultural land. Overdraft can be mitigated by reducing pumping or recharging the subbasin through direct or in-lieu means.

There may be sufficient uncertainty on the part of the agricultural industry and farmers regarding fair share costs to consider options to continuing to re-invest in the Salinas Valley and Salinas. This has potential to be a negative influence on agricultural productivity and on the economic health of the agricultural industrial sector.

Cal Water's 2020 Urban Water Management Plan

(UWMP) is the purveyor-level plan for providing water to areas of the City that are home to its existing agricultural industrial businesses and future businesses (e.g., Salinas Ag Industrial Center). The UWMP is now being implemented under the umbrella of groundwater supply management planning being conducted and implemented by the GSA.

While Cal Water believes that groundwater supply will meet future demands, the Sustainable Groundwater Management Act may impact future supply reliability. Projected industrial water demand shows zero growth between 2020 and 2045. Cal Water would be subject to pumping reductions/allowances should such be required by the GSA in the future. The Ag Center was projected to have no net impact on groundwater overdraft because it would convert agricultural water demand to urban demand.

Industrial wastewater treatment capacity at the City's industrial wastewater treatment facility (IWTF) is limited. Limited capacity is currently a constraint to agricultural industrial sector business growth, and as a result, also potential constraint to business retention. Concern about this constraint is universal to associated stakeholders. However, the City is now actively planning IWTF expansions for the short term and for the medium to long term that should provide increased stakeholder confidence that the constraint can be resolved. These expansions may help catalyze development of the Salinas Ag Center by reducing uncertainty about the cost and timing of securing new industrial wastewater treatment capacity.

The IWTF accepts wastewater flow from 23 different industrial facilities and is operating at or near its permitted capacity of 4.0 million mgd.

Limited capacity at the IWTF is a barrier to existing businesses who may wish to expand operations at their existing locations, businesses who may wish to locate on existing vacant and/or underutilized infill industrial parcels, and to new businesses that could

located within the Ag Center industrial business stakeholders were near universally concerned about this issue.

The IWTF must be expanded to accommodate any new source(s) of treatment demand, due to insufficient capacity even with the City's agreement with Monterey One Water (M1W) to pipe wastewater to their regional plant.¹⁶

To further complicate existing operational conditions, the IWTP overtopped during recent storms. Industrial wastewater mixed with flow in the Salinas River. The Regional Water Quality Control Board has indicated that the City must invest improvements to better flood proof the facility—a significant cost that had not been anticipated by the City.¹⁷

Strategic Action Recommendations and Draft Policies

Altogether, agriculture is part of Salinas' past and present. It also stands to be a prominent part of the City's future. The analysis and findings identified in this report outline strategic actions that Salinas can take to help ensure the continued prosperity of agriculture and the many other activities that tie into it, summarized below. Related draft General Plan policies are included with their relevant section in italics. Adoption of the General Plan is anticipated by the end of 2024 and these draft policies may continue to evolve in that process.

Land Supply and Space:

- Prioritize the Ag Center to address identified short-term needs, such as aging cooling and industrial support facilities in Salinas. Consider a two-phased approach that would develop the

16 M1W has recently stated that it can no longer take the wastewater because it doesn't meet M1W standards. If this continues to be the case, the effective capacity of the IWTP would be reduced by this amount.

17 David Jacobs, City of Salinas Public Works Director, March 15, 2023

second phase as market needs are fulfilled by the initial building development phases.

- Ensure that Salinas' future supply of industrial space is adequate for supplier industries that might want to locate in Salinas or for existing businesses to expand. Contingency options in the event that the Ag Center development process does not proceed as expected include existing industrial land capacity designated through the General Plan, and potential synergies between the Ag Center and surrounding land areas.
- Amenitize Abbott Street District to provide services to workers and potential new kinds of spaces for people to visit through integration of arts, food offerings, and small-scale manufacturing.

Goal LUI (Land Use and Infrastructure Element)-1: Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.

Action LUI-1.1.1: Update the zoning code to include more mixed use districts based on Place Type designation and emphasize form over use in these districts.

Action LUI-1.1.5: Align future land uses with Economic Opportunity and Target Areas through appropriate Place Types.

Policy LUI-1.4: Maintain a compact urban form, locating growth areas in a manner that mitigates negative impacts of future growth on environmental quality and quality of life and minimizes loss of important agricultural resources, while allowing for the reasonable expansion of the City to address projected population growth.

Action LUI-1.4.3: Direct most urban expansion to the North and East, away from the most productive agricultural land. Encourage industrial development to locate within the approved Salinas Ag-Industrial Center Specific Plan area.

Action LUI-1.4.7: Do not pursue growth into Economic Reserve Areas until full buildout of Future Growth/Target Areas. As this buildout occurs re-evaluate Economic Reserve Area land use to best meet needs of the community.

Policy LUI-1.6: Promote economic development through focused land use planning and infrastructure improvements, and targeted resource expansion.

Action LUI-1.6.5: Use the Place Types to increase flexibility in the zoning code to accommodate innovative economic development activity.

ED (Economic Development Element)-4.2.1: Create destination-based and identifiable place-themed districts within the community for agriculture, business and technology, marketplace/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources.

Economic Development Outreach and Operational Support:

- Prioritize economic development activity focused on the ag industry. This includes identifying potential incentives for business retention, expansion, and attraction; organizing grant and opportunity zone efforts; identifying direct funding resources, such as grant funding and revolving loan funds; and identifying supportive zoning solutions.
- Conduct outreach to local agricultural producers to identify the extent to which their Salinas operations extend into office, manufacturing, distribution, and/or other industrial activities.
- Promote industry diversification by encouraging other value-added activities and land uses to support the anchor producers.
- Maintain communication with prominent agricultural production businesses in Salinas and identify the extent of their operations in Salinas.
- Conduct outreach to local cannabis producers

that can help identify potential demand and constraints on local resources as that sector expands. Recognize cannabis as a source of jobs and public/private revenue.

- Promote a vision of Salinas as a major ag research and ag technology center.

Goal ED-1: Support a diverse economy that provides jobs responsive to the future while promoting the continued economic success of the Salinas Valley as the premier center of agricultural productivity and technological advancement in the fresh food/produce sector.

Policy ED-1.1: Encourage economic expansion and diversification in the high-tech sector and other industries that are ecologically compatible with Salinas and that promote stable, year-round higher paying employment opportunities.

ED-1.1.1: Promote training and educational opportunities to encourage a diverse and educated workforce and the upward mobility of the City's residents.

Policy ED-1.2: Maintain and enhance Salinas and the Salinas Valley as the premier center of agricultural productivity and technological advancement in the fresh food/produce sector.

ED-1.2.1: Partner with the County and communities of Monterey County to facilitate growth of the agricultural cluster supply chain in Salinas and the Salinas Valley.

ED-1.2.2: Invest in a coordinated program that attracts investment capital and research activity in agricultural technology to Salinas and the Salinas Valley.

ED-1.2.3: Ensure supply of industrial land use space is adequate for agriculture business expansion by facilitating realization of the Ag Industrial Center through an Enhanced Infrastructure Financing District and other support.

ED-1.2.4: Build a stronger direct relationship between the City and industry stakeholders to keep informed of ag business and facility needs. Consider creating an ag liaison position.

ED-1.1.2: Maintain a competitive supply of sites for businesses and manufacturers associated with high technology and light manufacturing industries.

ED-2.1: Ensure that existing businesses have access to the resources and services they need to prosper and expand in Salinas.

ED-2.1.1: Develop and maintain a business retention and expansion program, including a menu of incentives and City services available to existing businesses to help facilitate growth and expansion.

ED-2.2: Support new business development and attraction in Salinas and promote entrepreneurship and business innovation.

ED-2.2.1: Employ a proactive business attraction strategy to add complementary and new businesses to the City.

ED-2.2.2: Identify vacant and/or underutilized buildings that could be used as incubator spaces for innovative business models that nurture entrepreneurship and attract home grown businesses.

ED-2.2.3: Leverage local agriculture, food, and non-profit resources to create entrepreneurial development, microlending, and job opportunities.

ED-2.3.1: Continue Business Navigator positions as a point of contact in the city to assist new and existing businesses through regulatory processes and to share knowledge of accessible and affordable resources, training programs, and funding opportunities to support business creation, retention, and expansion.

ED-2.3.2: Continue streamlining and simplifying the business licensing and permitting process.

Labor Force:

- Strengthen Salinas' existing strategic partnerships, both formal and informal, with workforce development programs at Hartnell College, CSU Monterey Bay, UC Santa Cruz, regional providers, and trade schools meet the needs of agriculture in light of shifts in technology and market changes.
- Expand strategic partnerships with trade groups and establish an agricultural industry working group in Salinas to address business climate and workforce preparedness issues to improve and formalize City-Industry communications.
- Address housing needs for agricultural and other seasonal worker housing and engage with private businesses that have been providing worker housing.

ED-1.2.8: Promote capacity building/trainings for existing workforce to ensure upward mobility in ag tech sector.

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

ED-3.1.1: Partner with local and regional educational institutions and nonprofit organizations to increase the number of high school graduates, literate adults, and completed general education development (GED) or vocational programs to increase job readiness skills and opportunities. Integrate adult learning programming, such as GED courses and English as a Second Language (ESL) classes, into vocational training and workforce development programs.

Action ED-3.1.2: Encourage educational institutions and workforce development programs to expand and create new educational and training programming based on employer/industry needs.

Action ED-3.1.3: Create or recruit new job training programs (e.g., JobCorps) to connect existing and future residents with job opportunities and to satisfy the needs of local industry.

Policy ED-3.2: Promote economic security by providing access to economic opportunities for all workers and households in the community.

Action ED-3.2.3: Seek to increase the number of professional-level jobs that offer family-supportive wages, paid sick days, and health care insurance, and protect worker safety, so college-educated residents can find appropriate jobs in their home city.

Action ED-3.2.5: Support reskilling and apprenticeship programs that provide upward career mobility for residents.

HE (Housing Element) Goal 1: Increase housing supply and opportunities for all.

HE Goal 2: Provide Tenant Protections.

HE Goal 4: Advance Housing Affordability and Opportunity at all Income Levels.

Housing is discussed more in Chapter 3 of this report. The City adopted its 2023-2031 Housing Element in December of 2023, which was found in substantial compliance by the state in January, 2024. The Housing Element contains additional policies and specific actions for affordable housing and farmworker housing.

Infrastructure:

- Confront the need for further public investment in short- and long-term infrastructure, specifically circulation, water supply, land use, and wastewater treatment.
- Circulation constraints have and will continue to be a disincentive for agricultural businesses. While the City's ability to improve interchanges is limited, TAMC has improvements under study that could improve access to the Ag Center area in the future.
- Water supply has been a constraint to the economic vitality of the agricultural industrial sector. The City should be proactive in pursuing new sources, including savings from land use

changes; opportunities for reuse/recycling of process water; and requiring reuse/recycling of process water within the Ag Center.

ED-1.2.5: Address critical infrastructure issues affecting the ag industry, including freight transportation, water availability, and wastewater treatment.

ED-1.2.6: Assist ag industry with identifying paths to modernizing existing facilities to keep businesses in Salinas.

Policy C (Circulation Element)-1.2: Improve regional and intra city road, rail, and air logistics and connections.

Action C-1.2.3: Continue efforts to reduce adverse impacts of truck traffic and parking in non-industrial areas while recognizing on the local economic importance of freight and logistics and responding to industry needs.

Action C-1.2.3: Coordinate funding, planning, and/or implementation for critical transportation infrastructure and facility needs throughout the Salinas Valley.

Goal C-3: Support the local economy through a circulation system that moves products safely and efficiently.

Policy C-3.1: Improve transportation infrastructure necessary for efficient freight logistics.

Action C-3.1.1: Coordinate with state and regional partners on improving truck access to U.S. 101 in Salinas and at the Abbott Street interchange southeast of the City's boundary and potential new interchange at Harris Road.

Action C-3.1.2: Improve street maintenance of designated truck routes.

Action C-3.1.3: Support freight movement via rail and other alternatives if feasible.

ED-1.2.7: Work with the industry to reduce climate

impacts and adapt to changes such as increased temperatures, volatile precipitation, water supply threats, and increased pests.

Goal COES (Conservation and Environmental Safety Element)-1: Increase the adaptability and resiliency of Salinas to the effects of climate change.

Action COES-1.1.2: Explore options and resources for protecting outdoor laborers (farmworkers, construction workers, etc.) from the dangers and potential wage loss from extreme heat and flooding events.

Action COES-2.1.1: Work with water providers to institute conservation programs to address water supply problems caused by groundwater overdrafting.

Action COES-12.1.3: Promote responsible and sustainable water usage education for City residents, businesses, and surrounding agricultural producers.

Action COES-12.1.4: Enforce the City's Water Conservation Ordinance and apply standards that promote water conservation in agricultural, residential, and non-residential uses.

Goal LUI-2: Ensure that above- and below-ground infrastructure meets the existing and future community needs.

Policy LUI-2.1: Maintain, improve, and expand flood, wastewater, and sewer systems to meet current and anticipated demands.

Action LUI-2.1.2: Provide a sewer system that meets the needs of the community for sewer collection and treatment and work with Monterey One Water (M1W) for sewer treatment needs. Coordinate with M1W for additional treatment capacity of expanded sewage disposal needs.

Action LUI-2.1.3: Ensure existing wastewater, industrial wastewater, and storm drainage infrastructure systems, including broad municipal level wastewater and stormwater solutions for water

reuse are maintained and upgraded to accommodate existing and future businesses and development.

Action LUI-2.1.4: Continue to work with both MCWRA and M1W to recycle industrial wastewater for regional reuse which will in turn aid in the expansion of the Industrial Wastewater Treatment Facility.

Action LUI-2.1.6: Require new development, to the extent feasible, to provide flood control facilities that are visually attractive and ecologically beneficial, and require on-going maintenance of the facilities by the development through a maintenance district. Apply appropriate development standards and fees to improve present drainage systems and provide adequate stormwater detention basins and sedimentation ponds with new construction.

Action LUI-2.2.1: Develop an infrastructure funding toolkit which describes infrastructure funding options and mechanisms available to the City and for partnerships with the private sector.

Action LUI-2.2.2: Incorporate priority infrastructure projects into the Capital Improvement Plan to ensure they are programmed for funding and implementation in an appropriate timeframe to meet priority community objectives.

03

Farmworker and Grassroots General Plan Engagement



Grassroot Outreach

Overview

In 2021, the City initiated the community engagement process for the General Plan Update (GPU). The City has augmented GPU community engagement with the support of the SALC Grant. Part of this grant includes a contract for direct outreach with the support of a community-based organization (CBO). The SALC Grant presented a unique opportunity to reach agricultural workers of Salinas, their families, and related community and bring them into the General Plan process beyond discussions of agriculture. The City wanted to partner with a CBO because it knew it needed grassroots connections and trust it did not have on its own.

In the Summer of 2022, after a formal proposal process, the City entered a contract with the Center for Community Advocacy (CCA). CCA is tasked with leading direct outreach with Salinas stakeholders, focusing primarily on farmworkers and their families. This work is facilitated by eleven (11) General Plan Update Ambassadors. CCA staff and ambassadors began GPU engagement early June 2022 and have utilized a variety of strategies.

The General Plan Ambassadors have assisted with the distribution

of information regarding the General Plan and have collected concerns and challenges raised by the communities they have reached. Overall, seven (7) community pop-ups were conducted by Ambassadors reaching approximately 1,290 people. These larger pop-ups covered housing and other topics and raised awareness of the GPU and subsequent community workshops. These took place from June 2022 to January 2023 and were conducted in targeted locations (agriculture fields, food bank, community meetings).

Ambassadors also conducted community conversations with smaller groups. The conversations took place from June 2022 to November 2023, reaching over 1,800 people. City staff assisted CCA with the preparation of bilingual outreach materials. Alongside surveys, a GPU tool kit has been widely used to lead broad conversations and gather community input. The tool kits have targeted five priority areas- Housing, Public Safety, Environmental Justice, Climate Action, and Transportation.

SALC Ambassadors participated in four (4) pop-up activities over the summer of 2022. These efforts focused on environmental justice priorities and preferred building densities.

Throughout the GPU process, larger community meetings have been held to gather community feedback by City staff. Meeting topics included: Environmental Justice, Housing, Public Safety, and Active Transportation. Meetings were held in both English and Spanish. CCA assisted with advertising the meeting to traditionally disadvantaged communities to encourage their voices be present at meetings.

House Meetings are a traditional community-organizing tactic to gather community input and share information on a particular campaign. Ambassadors began house meetings focused on the Housing Element early February 2023 and continued through April 2023. Collectively they've facilitated ninety-five (95) house meetings reaching over three hundred and forty (340) farmworkers and their families. SALC outreach efforts have primarily been conducted in Spanish, Mixteco, and Triqui and aim to include resident voices who are often left out of the decision-making process. CCA's report and their collective outreach results are included as Appendix B. Recurring themes of the engagement are summarized in the following pages by topic area, with related draft General Plan policies in italics.

Engagement findings and recommended policies

ENVIRONMENTAL JUSTICE

- Need open space/parks for youth to play
- Opportunities for physical activity for all ages
- Access to open space in new housing
- Clean/fix storm drains to avoid flooding
- Access to resources/health care for undocumented, low-income, Spanish-speakers, native speakers, etc.
- Difficult to buy food due to high prices and low income
- Don't feel safe to walk in my neighborhood
- Afraid to allow kids to play in parks/greenspace due to violence, homeless, gangs, etc.
- Less exposure to pollution

Goal HEJ (Health and Environmental Justice Element)-1: Improve the quality of the built and natural environments to support healthy lifestyles & reduce health inequities

HEJ- 1.1: Adopt land use policies, programs, and decisions that improve environmental quality and reduce resident and worker exposure to toxins and pollution.

HEJ-1.1.1: Improve air quality through proper planning for land use and development design that maintains air quality and reduces direct and indirect emissions of air contaminants.

HEJ-1.1.2: Support alternative modes of transportation, such as walking, biking, and public transit, and develop bike- and pedestrian-friendly neighborhoods to reduce emissions associated with automobile use.

HEJ-1.1.3: Work with the State, agribusiness and agricultural worker organizations to ensure that agricultural use of pesticides and fertilizers do not negatively affect public health and safety.

HEJ- 1.1.5: Seek funding for clean/up remediation of City owned land to anticipate future development projects.

HEJ- 1.2: Ensure that sensitive land uses are not negatively impacted by hazardous materials or toxic air contaminant sources.

HEJ-1.2.1: Work with responsible federal, state, and county agencies to decrease air pollution emissions occurring within the air basin.

HEJ-1.2.2: Work with federal and state agencies to identify toxic disposal or leakage sites and pursue prompt cleanup.

HEJ-1.2.3: Require that hazardous waste facilities and waste transfer stations comply with the Monterey County Hazardous Waste Management Plan.

HEJ-1.2.4: Ensure that hazardous materials used in residential, business and industry are properly handled and that information of their handling and use is available to residents, fire protection and other safety agencies.

HEJ-Goal 2: Provide and maintain a range of community services, programs, and institutional



Residents need more affordable healthy food

facilities to equitably meet the needs of the community.

HEJ-2.2: Provide equitable access for all residents to a variety of well-maintained and high-quality parks, green space, and recreational opportunities that enhance quality of life.

HEJ-2.2.1: Strive to create development patterns that allow the majority of residents to be within one-half mile walking distance of a park, greenway, public plaza or recreation center.

HEJ-2.2.3: Ensure parks and green space is Safe, Accessible, and Reflective of the Community's needs.

HEJ-2.2.4: Improve existing parks and recreational facilities in need of repair across the city.

HEJ-2.3: Strengthen the capacity and sustainability of community-based organizations (CBOs) and foundations in the City to provide critical services.

HEJ-2.3.1: Offer capacity building training and technical assistance to existing community-based organizations.

HEJ-2.3.2: Facilitate the creation of new or expanded community-based organizations throughout the city.

HEJ-Goal 3: Ensure all Salinas' residents have access to purchase and grow healthy, affordable, and culturally diverse relevant foods.

HEJ 3.2: Promote and expand year-round access to sustainable, locally sourced and culturally appropriate food through urban agriculture and emergency food resources.

HEJ- 3.2.2: Continue to support the local food banks.

HEJ- 3.2.3: Encourage and facilitate the development and management of community gardens prioritizing areas of high food insecurity.

HEJ- 3.2.4: Support the creation of Food Rx programs to connect low-income patients and their families to access fresh fruits and vegetables.

HEJ-Goal 4: Ensure safe and sanitary homes.

HEJ- 4.1: Work to eliminate the health risks associated with lead-based paint, mold and other contaminants.

HEJ- 4.1.2: Create a funding source to encourage and facilitate remediation to benefit low-income families.

HEJ-Goal 5: Promote spaces for physical activity.

HEJ- 5.1: Continue to create and maintain safe and accessible public spaces to encourage physical activities throughout the community.

HEJ- 5.1.1: Create trail networks for walking and bicycling.

HEJ- 5.1.2: Develop signage and 'how to' visuals in public parks to encourage and facilitate physical activity.

HEJ- 5.1.5: Support private and public development of public spaces (Carr Lake, Soccer Complex).

HEJ- 5.2: Provide resources and programming for seniors and youth to engage in safe physical activities.

HEJ- 5.2.1: Leverage partnerships to improve access to exercise and safety equipment.

HEJ- 5.2.2: Invest in exercise equipment for parks throughout the city, prioritizing the underserved areas.

HEJ- 5.2.3: Continue to expand programming that encourages physical activity for seniors.

HEJ- 5.2.4: Foster and develop partnerships with CBOs and schools to encourage physical activity for youth.

HEJ- 5.2.5: Encourage and facilitate opportunities for adult recreation in the evenings (i.e., adult leagues).

HEJ: 5.2.6: Work with schools to streamline the Joint Use Agreement process to expand the use of

available recreation space.

Goal 7: Improve existing and create new programs that address the needs of disadvantaged communities.

HEJ-7.1: Continue to provide needed social services to stabilize the homeless population.

HEJ-7.1.1: Expand physical and mental health services, such as substance abuse counseling and rehabilitation services through an interdisciplinary team for individuals experiencing homelessness.

HEJ-7.1.3: Help improve access to bathrooms and personal hygiene supplies for individuals experiencing homelessness.

HEJ- 7.2.5: Create a relocation assistance program for rapid rehousing that helps cover move-in costs (credit check, first month, deposit).

HOUSING

- Need to build new housing
- Affordable housing/low-income housing
- Housing for fieldworkers
- Housing with accommodations for kids
- Less discrimination when seeking housing
- I have felt discriminated due to:
- Immigration status
- Race
- Income
- Occupation
- Size of family/having kids
- Language barriers
- Lack of credit

- Lower rents/rent stabilization
- Different housing types—apartments, single family homes
- Homeless issue
- Tenant support/protections
- Opportunities for home ownership for all (low-income, undocumented)
- Lack of upkeep from landlords
- Easier process to apply for apartments

HE (Housing Element)-Goal 1: Increase housing supply for all

HE Policy 1.1: Incentivize and support the production of new housing units.

HE Policy 1.4: Encourage a mix of diverse housing types.



Field workers complete a pop-up on housing

Goal 2: Provide Tenant Protections

HE Policy 2.1: Pursue policies and programs that prevent displacement.

HE Policy 2.2: Advance rent stabilization.

HE Policy 2.3: Develop additional programs and policies to support tenants' rights and uphold fair housing/landlord laws.

HE Policy 2.4: Provide education on fair housing and connect tenants to related legal services.

Goal 3: Access to Safe and Healthy Housing for All Residents

HE Policy 3.1: Improve the quality and condition of rental housing.

HE Policy 3.2: Continue to promote the rehabilitation of existing housing units.

Goal 4: Advance Housing Affordability and Opportunity at all Income Levels

HE Policy 4.1: Facilitate the production of affordable housing.

HE Policy 4.3: Promote housing opportunities for existing residents.

HE Policy 4.4: Connect residents to financial resources.

Goal 5: Stabilize and Support Neighborhoods

HE Policy 5.2: Leverage code enforcement strategies to improve neighborhoods.

Goal 6: Improve City Homeless Response

HE Policy 6.2: Improve the quality of homeless services and coordination with community providers.

HE Policy 6.3: Pursue funding opportunities to support existing and new homeless services programs.

PUBLIC SAFETY

- Need more safety throughout the City
- Stronger police force/presence
- Security/police needed in parks, stores, schools
- More lighting in the streets
- Access to childcare/after-school programs to keep kids safe/out of gangs
- Streets feel unsafe (high speeds, high traffic volume)
- Afraid of violence and gang activity
- Not always comfortable to call/interact with police
- Better training for police (dealing with immigrant communities, Spanish/Indigenous language)
- More safety for children/schools
- Disagreements with neighbors

Goal PS (Public Safety)-1: Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.

Policy PS-1.1: Improve community safety and health through civic engagement and relationship building.

Action PS-1.1.1: Create opportunities to build more trusting and transparent relationships between the community, businesses and public safety officers to enhance collaboration and strengthen community safety, inclusion, and engagement.

Action PS-1.1.2: Ensure language inclusivity (including indigenous languages) to increase communication and connections with community members.

Action PS-1.1.3: Support and facilitate youth and resident led community events like National Night Out and Ciclovía.

Policy PS-1.2: Implement alternative policing methods, Community Policing, youth programs and crime awareness public education programs to reduce the incidence of crime within Salinas.

Action PS-1.2.1: Promote neighborhood cohesion programs, and Neighborhood Watch programs to reduce the risk of criminal activity.

Action PS-1.2.2: Support after school programs and other youth programs/activities (e.g., Explorer Program, outreach positions for at-risk youth, etc.)

Action PS-1.2.3: Offer crime/violence prevention trainings/programs.

Goal PS-2: Provide effective and responsive police and fire services to ensure a safe and vibrant community.

Policy PS-2.1: Ensure Salinas' residents have effective and responsive fire, EMS, and police services.

Action PS-2.1.1: Address staffing needs by:

**Adding additional response units during periods of high incident activity;*

**Adding additional battalion chief(s) per shift;*

**Plan for the addition of facilities and staff in future growth areas;*

**Exploring opportunities to reduce response workload;*

**Addressing administrative and support staff needs.*

Action PS-2.1.2: Offer mental health/emotional support services for fire/police officers.

Action PS-2.1.3: Encourage capacity building and trainings for staff.

Policy PS- 2.2: Improve facilities and access to equipment and technology.

Action PS- 2.2.2: Extend use of cameras at intersections and high traffic public spaces.

Policy PS- 2.3: Fire/PD collaboration with other City departments and outside agencies/organizations to help improve the built environment and connect residents to services.

Action PS-2.3.1: Work with the Community Development Department to assist community members with housing/shelter needs.

Action PS-2.3.4: Work with County of Monterey and other agencies to connect residents with mental health, social, domestic violence support and other services.

Policy PS- 2.4: Provide a range of fire/police services to support community education and non-emergency situations.

Action PS-2.4.1: Seek funding opportunities to support local schools with first aid and safety trainings/demonstrations.

Action PS-2.4.4: Promote the use of the Salinas Police Department anonymous tip line.

Goal PS-3: Create a safer community through the use of design techniques for existing spaces, new developments and reuse/revitalization projects.

Policy PS-3.1: Promote the use of Crime Prevention through Environmental Design techniques/strategies.

Action PS-3.1.1: Encourage physical features that improve building visibility, as well as well-marked entrances and exits, proper lighting, and landscape design to improve or limit access to certain areas.

Action PS-3.1.2: Create welcoming and accessible community spaces with both safety and design features (e.g., signage, public art, large planters/ boulders to discourage vehicles, etc.)

Policy PS-3.2: Cultivate a safe and clean neighborhood environment in which residents, employees, and visitors feel comfortable and safe at all times.

Action PS-3.2.1: Ensure that streets, sidewalks, and

public spaces are clean and well maintained.

Action PS-3.2.2: Maintain and improve lighting in parks.

CLIMATE ACTION

- Create more/protect existing green space/open space
- Improve pedestrian/bike infrastructure
- Reusable energy in City facilities
- Plant more trees throughout the City
- Clean waterways to prevent flooding
- Don't feel safe allowing kids out alone (to walk, bike, access greenspace)
- Provide support to residents after natural disaster events

Goal COES-1: Increase the adaptability and resiliency of Salinas to the effects of Climate Change

Policy COES 1.1: Protect climate vulnerable populations.

Action COES-1.1.3: Provide multilingual guidance and resources on how to prepare for emergencies and disasters through social media and at libraries,



Wildfires, like those in 2020, create unsafe air conditions for outdoor workers

community centers, and other community facilities.

Action COES-1.1.5: Establish or support outreach programs to conduct wellness checks and help distribute resources in preparation for or in the aftermath of a disaster.

Policy COES 1.2: Prepare the built and natural environments for a different climate and more severe natural events.

Action COES-1.2.1: Identify critical infrastructure vulnerable to climate change and means of increasing protection and resiliency, such as installing back-up power generators or flood prevention.

Action COES-1.2.2: Encourage resilient landscaping and plant selection for a warmer climate through municipal codes, plans, and public resources.

Action COES-1.2.5: Invest in expanding Salinas' urban tree canopy, particularly in under-resourced neighborhoods.

Goal COES-2: Ensure a safe and adequate water supply for the community

Policy COES-2.3: Protect and enhance water quality.

Action COES-2.3.3: Work with partners to enhance Carr Lake as a reclamation/flood control facility in addition to its other functions in addressing water quality, enhancing traffic/circulation, and creating recreational opportunities

Action COES-2.3.4: Promote public and private development that creates green infrastructure that captures and infiltrates water.

Goal COES-3: Encourage energy conservation.

Policy COES-3.1: Apply standards and develop programs that promote energy conservation and a community-wide shift towards renewable energy.

Action COES-3.1.1: Enforce State Title 24 building construction requirements.

Action COES-3.1.2: Encourage land use arrangements and densities that facilitate the use of energy efficient public transit and locate or retain neighborhood-level services (e.g., family medical offices, dry cleaners, grocery stores, drug stores) throughout the City to reduce energy consumption through automobile use.

Action COES-3.1.3: Participate in programs that promote energy conservation.

Action COES-3.1.5: Encourage buildings that are energy efficient and support sustainability and occupant health using green construction and design techniques, including passive house design, heat pumps, appliance electrification, solar energy, and other technologies, techniques and materials.

Action COES-3.1.6: Support initiatives for equity in electrification and making electrification possible for all residents.

Goal COES-4: Protect and enhance significant ecological and biological resources in the planning area.

Policy COES-4.1: Identify, protect, and enhance creek corridors, river corridors, the reclamation ditch, sloughs, wetlands, hillsides, and other potentially significant biological resources for their value in providing visual amenity, flood protection, habitat for wildlife and recreational opportunities.

Action COES-4.1.3: Explore with Monterey County the potential for creation of a Gabilan Creek Regional Park extending along the creek from the urban edge to the headwaters in the Gabilan Mountains.

Action COES-4.1.4: Actively maintain creek corridors to ensure flood protection, water quality, and regulatory compliance with maintenance permits.

Goal COES-5: Reduce the risk to the community from flooding, wildfire, seismic activity, geologic conditions, and other natural hazards.

Policy COES-5.1: Encourage policies, programs, and

measures to reduce the risk to the community from potential flooding, wildfire, and seismic activity.

Action COES-5.1.2: Design flood control systems in new development areas to avoid increasing flood hazard elsewhere.

Action COES-5.1.3: Maintain open areas needed to retain stormwater and prevent flooding of urban or agricultural land.

Action COES-5.1.4: Provide stormwater retention capacity consistent with Reclamation Ditch capacity to avoid damage to urban development as a result of a 100-year flood.

TRANSPORTATION

- Sidewalks need maintenance
- Improve pedestrian/bike infrastructure
- Need services/resources closer to homes
- Safe routes for bikes/pedestrians
- Current infrastructure feels unsafe
- Dark at night/lack of streetlights
- Feel unsafe to walk
- A lot of car traffic
- Better transportation options for students
- Improve pedestrian crossings
- Better public transit options

Goal C (Circulation Element)-1: Provide and maintain a safe and integrated circulation system that meets the current and future needs of the community for all modes of travel.

Policy C-1.1: Design and maintain safe streets.

Action C-1.1.1: Use traffic calming methods within residential areas where necessary to create a pedestrian-friendly circulation system.



The City must work with Monterey-Salinas Transit to create a system that works for its residents

Action C-1.1.2: Continue to enforce traffic laws, including those addressing bicycle and pedestrian traffic, to ensure a circulation system that is safe for motorized, bicycle, and pedestrian traffic.

Action C-1.1.4: Implement Vision Zero Plan recommendations and invest in safer transportation infrastructure for pedestrians, cyclists, and other modes of travel.

Policy C-1.3: Promote proper capacity and traffic flow on City streets.

Action C-1.3.1: Utilize roundabouts, where feasible, to promote improved traffic operations and to enrich the driving experience. Utilize the center of the roundabouts for public art and landscaping.

Action C-1.3.2: Design roadway capacities to adequately serve planned land uses. Discourage diversion of traffic to local streets by providing capacity on arterial streets and locating high traffic-generating uses on or near arterial frontages.

Action C-1.3.3: Reduce the number of existing driveways on arterial streets whenever possible for reuse/revitalization projects to improve traffic flow.

Action C-1.3.4: Continue to require new

development to contribute to the financing of street improvements, including formation of roadway maintenance assessment districts, required to meet the demand generated by the project.

Goal C-2: Create and support sustainable and healthy transportation options that encourage a reduction in single-occupancy vehicle commuting and overall Vehicle Miles Traveled (VMT).

Policy C-2.1: Provide and maintain safe routes to school, work, shopping, and recreation for pedestrians.

Action C-2.1.1: Improve the walking environment by increasing the availability of safe, attractive, and well-maintained sidewalks, cut-throughs, landscaping, use of traffic-calming devices on local streets, adequate pedestrian separation from automobile traffic and the inclusion of pedestrian-scaled amenities such as lighted crosswalks and increased lighting along sidewalks in all areas of the City.

Policy C-2.2: Provide and maintain an extensive public bicycle network with safe and equitable on-street and off-street facilities.

Action C-2.2.1: Continue to develop a safe and attractive network of on- and off-street bicycle

routes to encourage and facilitate the use of bicycles for commuting, recreation, and other trips. Eliminate gaps and provide connections between existing bicycle routes.

Action C-2.2.3: Create an interconnected active transportation network by developing off-street trails throughout Salinas along creeks/waterways and through parks that integrate with on-street bicycle and pedestrian infrastructure.

Policy C-2.3: Promote and maintain an efficient, reliable, and equitable public transportation network, that provides a feasible alternative to driving.

Action C-2.3.2: Support Monterey-Salinas Transit initiatives to provide adequate and improved (e.g., more frequent availability and use of Intelligent Transportation System measures where appropriate) public transportation service.

Action C-2.3.3: Promote public transportation that is bike- and pedestrian-friendly by encouraging buses with bicycle racks at public transportation stations and for all new or modified bus stops to take pedestrian access into consideration.

Action C-2.3.4: Design development and reuse/revitalization projects to be transit-oriented to promote the use of alternative modes of transit and support higher levels of transit service.



Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.

Policy	Actions
Policy ED-1.1: Encourage economic expansion in compatible high-tech industries.	<p>ED-1.1.1: Collaborate with local and regional educational institutions to develop training programs tailored to the needs of the high-tech industry.</p> <p>ED-1.1.2: Identify and maintain a database of strategically located business sites that are ideal for high-tech companies.</p> <p>ED-1.1.3: Launch a targeted marketing strategy to attract high-tech firms to Salinas, emphasizing the city's commitment to technological growth and innovation.</p>
Policy ED-1.2: Support the advancement of agricultural productivity and technology.	<p>ED-1.2.1: Foster partnerships with technology providers and research organizations to integrate advanced technologies into local agriculture.</p> <p>ED-1.2.2: Attract investments in agricultural technology by promoting Salinas as a hub for agricultural innovation.</p> <p>ED-1.2.3: Identify and incentivize agri-business supply chain expansion opportunities for new and existing enterprises.</p> <p>ED-1.2.4: Address agricultural infrastructure needs to support modernized farming practices and increased productivity.</p> <p>ED-1.2.5: Encourage workforce training programs focused on agricultural technology to ensure the sector remains competitive and innovative.</p> <p>ED-1.2.6: Work with the industry to reduce climate impacts and adapt to changes such as increased temperatures, volatile precipitation, water supply threats, and increased pests.</p>

Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.

Policy	Action
Policy ED-2.1: Build relationships with business and property owners.	<p>ED-2.1.1: Develop a business retention program.</p> <p>ED-2.1.2: Continue to expand Small Business Navigator assistance to guide and support local businesses through regulatory processes.</p> <p>ED-2.1.3: Work to streamline licensing and permitting processes to ease administrative burdens for businesses.</p> <p>ED-2.1.4: Support businesses with code compliance correction process.</p>
Policy ED-2.2: Promote entrepreneurship and business innovation and expansion.	<p>ED-2.2.1: Facilitate the creation of designated spaces for business incubators to nurture new ventures.</p> <p>ED-2.2.2: Leverage existing small business support resources to promote entrepreneurial activities.</p> <p>ED-2.2.3: Increase zoning flexibility to accommodate diverse business needs and spur innovation thought Zoning Code update.</p> <p>ED-2.2.4: Evaluate a rental assistance program for commercial renters.</p>
Policy ED-2.3: Improve access to capital for all stages of business growth.	<p>ED-2.3.1: Collaborate with financial institutions to facilitate easier access to business loans and credit.</p> <p>ED-2.3.2: Promote microloan programs targeted at small businesses to ensure broad availability of financial resources.</p> <p>ED-2.3.3: Coordinate financial literacy education to empower business owners and</p>

	<p>enhance their capacity for sustainable growth.</p> <p>ED-2.3.4: Explore funding for undocumented owners.</p>
--	--

Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.

Policy	Actions
ED-3.1: Increase Access to Education and Vocational Training Programs for youth and adult learners to improve economic security.	<p>ED-3.1.1: Partner with local and regional educational institutions and nonprofit organizations to increase the number of high school graduates, literate adults, and completed general education development (GED) or vocational programs to increase job readiness skills and opportunities. Integrate adult learning programming, such as GED courses and English as a Second Language (ESL) classes, into vocational training and workforce development programs.</p> <p>ED-3.1.2: Encourage educational institutions and workforce development programs to expand and create new educational and training programming based on employer/industry needs.</p> <p>Action ED-3.1.3: Create or recruit new job training programs (e.g., JobCorps) to connect existing and future residents with job opportunities and to satisfy the needs of local industry.</p> <p>Action ED-3.1.4: Continue support of non-profit organizations working with youth programs focused on career exploration and job readiness (e.g. Digital Nest, Rancho Cielo, Girls Inc., etc.).</p>

	<p>Action ED-3.1.5: Support workforce development training for green economy and climate adaptation jobs.</p>
<p>Policy ED-3.2: Promote economic security by providing access to economic opportunities for all workers and households in the community.</p>	<p>ED-3.2.1: Strive to increase economic equity in Salinas by providing technical assistance, grant opportunities and other services, focusing on small businesses in underserved areas of the community</p> <p>ED-3.2.2: Build partnerships with organizations that assist the homeless, undocumented immigrants, displaced agricultural workers, the formerly incarcerated, and other marginalized populations find employment and become self-sufficient.</p> <p>ED-3.2.3: Seek development opportunities that will increase the number of professional-level jobs that offer family-supportive wages, paid sick days, and health care insurance, and protect worker safety, so college-educated residents can find appropriate jobs in their home city.</p> <p>ED-3.2.4: Prioritize employment opportunities for Salinas' residents through tools such as community benefit agreements, employer incentives, and local preference policies.</p> <p>ED-3.2.5: Support reskilling and apprenticeship programs that provide upward career mobility for residents particularly those in underserved areas of the community.</p>
<p>Policy ED-3.3: Empower Salinas residents to take an active role in neighborhood revitalization.</p>	<p>ED-3.3.1: Promote the establishment of a system of neighborhood-level resident representation to empower/engage local neighborhoods in their own revitalization process.</p>

	<p>ED-3.3.2: In collaboration with neighborhood representatives and/ or other community groups and organizations, leverage the use of technology to promote low-cost, short-term activities that revitalize neighborhoods and enhance quality of life to further long-term economic change.</p> <p>ED-3.3.3: Support the emotional well-being of residents by creating safe opportunities for residents to connect with their neighbors, especially when they are from a different culture or background.</p>
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Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.

Policy	Action
ED-4.1: Enhance marketing, promotion, and branding efforts and develop a City-wide retail strategy to combat sales tax leakage.	<p>ED-4.1.1: Promote the City's unique neighborhoods as cultural, arts, and shopping destinations.</p> <p>ED-4.1.2: Attract new retail development that will expand the variety and quality of goods and services for existing residents without harming existing, locally-owned businesses.</p> <p>ED-4.1.3: Develop a branding and marketing strategy that promotes Salinas as a culture, art, and retail destination.</p>
ED-4.2: Enhance tourism opportunities by promoting Salinas' history, cultural diversity, and positive attributes.	ED-4.2.1: Create destination-based and identifiable place-themed districts within the community for agriculture, business and technology, marketplace/shopping activities, tourism, entertainment, recreation, food and wine, cultural, and historic resources.

	ED-4.2.2: Support the creation of key cultural spaces to bring visitors to Salinas.
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Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.

Policy	Action
ED-5.1: Improve the appearance, accessibility and cleanliness of the city and its commercial corridors.	<p>ED-5.1.1: Establish a consistent corridor maintenance program and tailored design guidelines to improve appearance, create district identity, and increase safety.</p> <p>ED-5.1.2: Incentivize owners and merchants to invest in property maintenance and improvements. The City will also evaluate potential revenue streams to support consistent corridor maintenance.</p> <p>ED 5.1.3: Establish and fund a façade improvement program that incentives alignment with City design guidelines/district identity (e.g. 50/50, Jazz Up programs).</p> <p>ED 5.1.4: Support business owners with navigating code issues and assist to ensure compliance.</p> <p>ED 5.1.5: Facilitate ADA compliance and streamline process by offering ADA checklist, info packet, and trainings.</p> <p>ED 5.1.6: Explore grants to facilitate ADA upgrades and compliance.</p>



General Plan Update and Economic Development Element Study Session

Salinas City Council Meeting
January 27, 2025





Presentation Agenda

- Visión Salinas General Plan Update
- Economic Development Element Policy Overview

- First comprehensive General Plan Update since 2002
- Guiding policy document and vision for future development
- Compliance with changes to state law
- Elevates priorities of strategic plans
- First Climate Action Plan and Environmental Justice Element

General Plan =



- Goals, policies, and actions
- Funnels from aspirational to more specific
- Development requirements

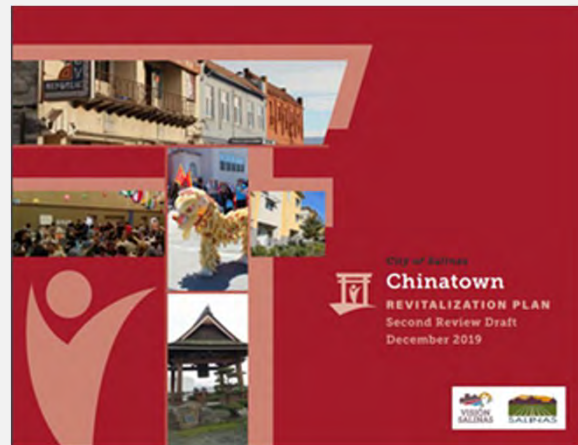
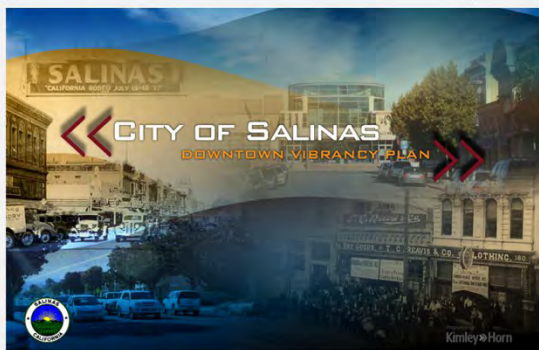
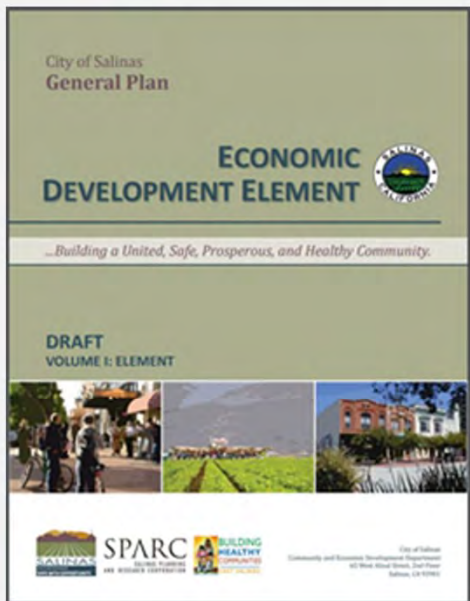
General Plan →





VISIÓN SALINAS

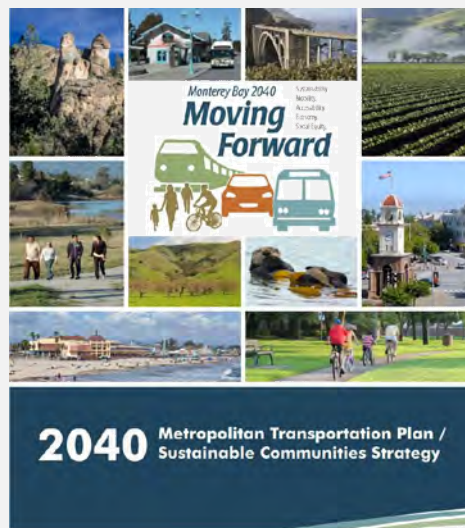
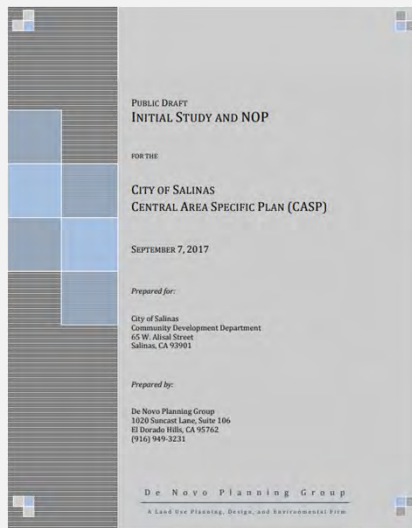
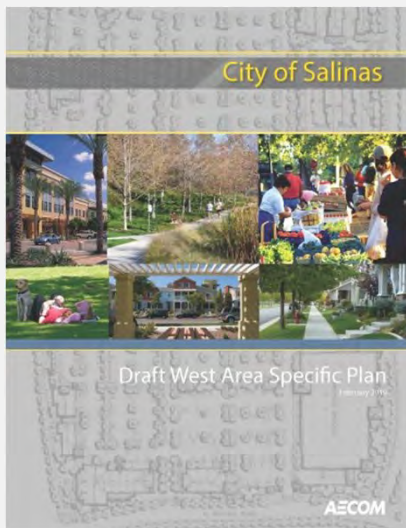
2040





VISIÓN SALINAS

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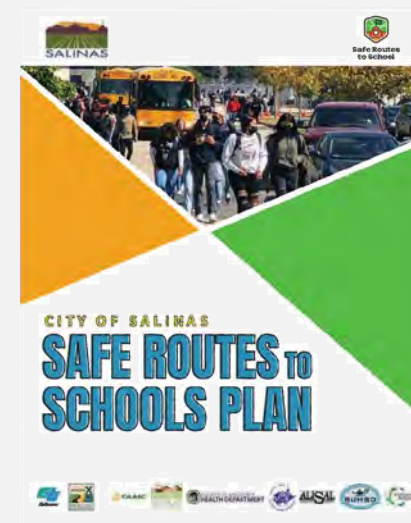


City of Salinas Adopted 2023-2031 Housing Element

Released November 28, 2023

Adopted December 5, 2023

City of Salinas
Community Development Department
655 W. Alisal
Salinas, CA 93101
(831) 758-7266





VISIÓN SALINAS
2040



Built Environment Pillar

- Land Use Element
- Housing Element
- Circulation Element
- Noise Element
- Community Design Element



Environment and Sustainability Pillar

- Conservation and Environmental Safety Element
- Open Space Element



Socioeconomic Systems Pillar

- Health and Environmental Justice Element
- Public Safety Element
- Economic Development Element
- Arts, Culture, and Youth Element

Optional elements.



Process and Engagement

- 22 workshops
- 8 Working Group and 16 Steering Committee meetings
- Pop-ups and grassroots outreach, including house meetings
- English and Spanish





VISIÓN SALINAS
2040

Timeline 2021-2024

2021

Visión Salinas 2040
launched

Steering Committee
formed

Land Use Workshops

Community Resource Fair

2022

Existing Conditions webinar

Working Groups

CAP webinar

Environmental Justice
workshops

Community Design
workshops

2023

Housing Element focus

Housing Element webinar
and workshops

Ambassador house
meetings

GP EIR Notice of
Preparation

Housing Element Adopted

2024

Land use change webinars

Element Study Sessions

Completed Water Supply
Assessments

Prepared Administrative
draft General Plan

Issued Zoning Code RFP



Timeline 2025

Q1

Zoning Code consultant selection

Public Review Draft General Plan and Pre-Public Review Draft Study Session

EIR administrative draft

General Plan Annual Progress Report

Q2

Release Public Review Draft General Plan

CAP Engagement

Develop Public Review CAP and EIR

Revise Draft General Plan

Q3

Release formal draft EIR and CAP for 45-day comment period

Continue engagement

Brief Planning Commission and City Council on adoption process

Start revising documents

Q4

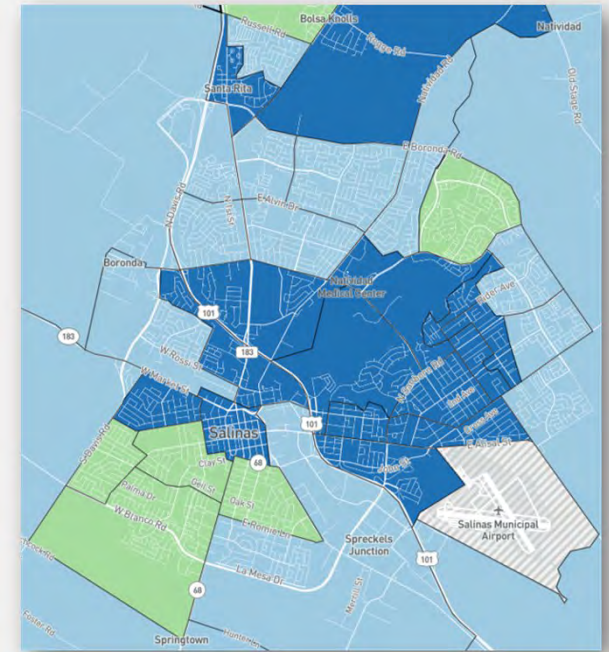
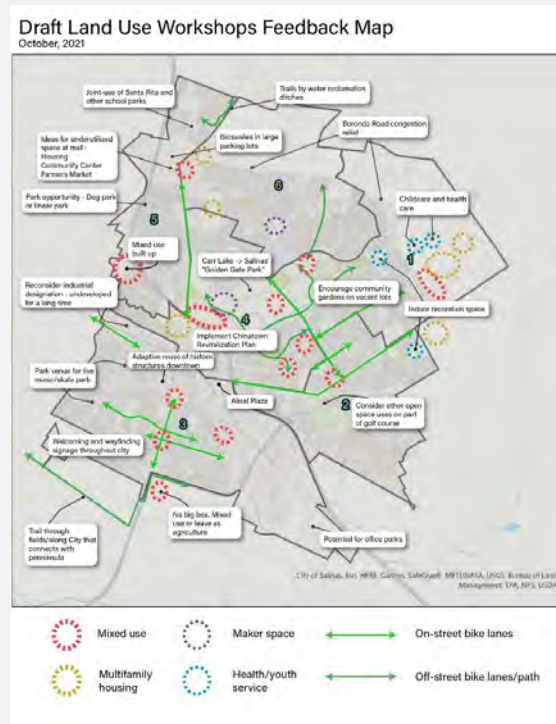
Publish revised General Plan, CAP, and EIR

Start approval process

- Monterey County Airport LU Commission
- Planning Commission
- Traffic and Transportation Commission
- City Council certification and adoption

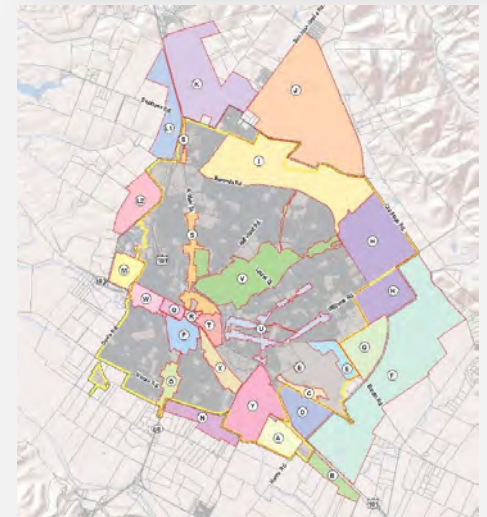
Previous Study Sessions (Planning Commission and City Council)

- Land Use and Circulation – 3/12/2024 (Council date)
- Environmental Justice and Public Safety – 4/23/2024 (Council date)



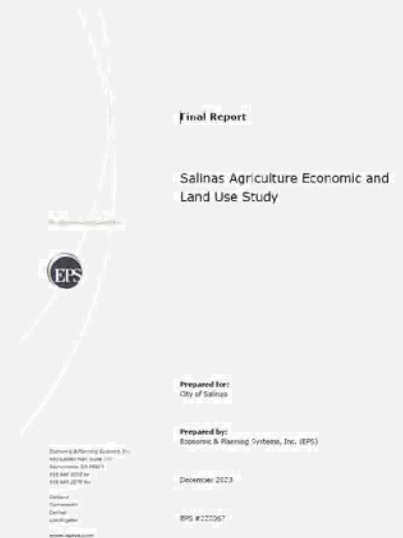
2017 Economic Development Element

- City's vision of a prosperous and healthy community defined as jobs, safety, and health
- 400+ goals, policies and actions adopted in 2017
- Identified "Opportunity Areas" Throughout the City



Economic Development Engagement

- Steering Committee
- Socioeconomic Systems Working Group
- SALC Grant Technical Advisory Committee
- Business organization stakeholder meeting



What we heard

- Desire to build on our strong agricultural base while diversifying the local economy
- Need to create an environment where businesses can grow
- People want pathways to prosperity through education and workforce development
- Use Salinas' history and culture to encourage tourism, entertainment, and retail
- Need for public and private investment in our commercial corridors and shopping centers

EDE Draft Goals and Policy Summary

- Goal ED-1: Cultivate a diverse and adaptive economy that aligns with future economic trends and reinforces Salinas' leadership in the agricultural industry.
 - Encourage economic expansion while supporting the advancement of agricultural production and technology.
 - Attract new businesses on and adjacent to the agri-business supply chain.
- Goal ED-2: Encourage a thriving business environment through supporting start-ups, growing current businesses, and attracting new industry to build a dynamic economic landscape in Salinas with higher paying employment opportunities.
 - Develop a business retention program and streamline licensing and permitting processes.
 - Improve access to capital for all stages of business growth and support entrepreneurship and innovation.



EDE Draft Goals and Policy Summary

- Goal ED-3: Narrow social and economic disparities in the City of Salinas through workforce development and community support.
 - Increase access to education and vocational training for youth and adults to prepare for relevant and high-quality job opportunities.
 - Support residents in improving their neighborhoods.
- Goal ED-4: Enhance retail, entertainment, and tourism opportunities throughout the City.
 - Promote the City and its unique neighborhoods as cultural, arts and shopping destinations.
 - Develop a Citywide strategy to combat sales tax leakage and strengthen local retail.



EDE Draft Goals and Policy Summary

- Goal ED-5: Coordinate public and private investment along disinvested commercial corridors.
 - Improve the appearance of commercial corridors through design guidelines that strengthen district identity and programs such as façade improvements.
 - Support business owners with ADA compliance and increasing accessibility.





VISIÓN SALINAS
2040

Thank You!

Questions

Jonathan Moore

jonathanm@ci.salinas.ca.us

831-758-7409

www.visionsalinas.org



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Legislation Text

File #: ID#25-009, Version: 1

Minutes

Approve minutes of January 14, 2025.



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Meeting Minutes - Unofficial

City Council

Mayor Dennis Donohue

Councilmembers:

Jose Luis Barajas, District 1 - Tony Barrera, District 2
Margaret D'Arrigo, District 3 - Gloria De La Rosa, District 4
Andrew Sandoval, District 5 - Aurelio Salazar, District 6

Rene Mendez, City Manager

Christopher A. Callihan, City Attorney

City Clerk's Office: (831) 758-7381

Tuesday, January 14, 2025

4:00 PM

SALINAS ROTUNDA

PLEDGE OF ALLEGIANCE

ROLL CALL

Present: 7 - Councilmember Jose Barajas
Councilmember Tony Barrera
Councilmember Margaret D'Arrigo
Councilmember Gloria De La Rosa
Councilmember Aurelio Salazar
Councilmember Jose Andrew Sandoval
Mayor Dennis Donohue

NEW EMPLOYEE WELCOME AND INTRODUCTIONS

The City Council welcomed and introduced new employees for the month of December.

CLOSED SESSION

The City Council recessed to closed session at 4:05 p.m. pursuant to:

- ID#25-003**
- a. Labor Negotiations** - California Government Code Section §54957.6 with its designated labor representatives Rene Mendez, City Manager; Christopher A. Callihan, City Attorney; Katherine Hogan, Assistant City Attorney; Selina Andrews, Finance Director; Marina Horta-Gallegos, Human Resources Director; Sylvia Enriquez, Human Resources Manager; and Che Johnson, Liebert Cassidy Whitmore, regarding labor relations with Service Employees International Union (SEIU), SEIU Supervisors, Salinas Municipal Employees Association/SEIU, Association of Management Personnel, Police Officers Association, Police Management Association, International Association of Firefighters, Fire Supervisors Association, Confidential Non-Management Employees, Confidential Management Employees, and Department Directors.

THE CITY COUNCIL RECONVENED IN THE ROTUNDA AT 5:00 P.M.

PUBLIC DISCLOSURE

Pursuant to California Government Code section 54957.1, there were no reportable actions on closed session matters.

PROCLAMATION

The City Council proclaimed:

Martin Luther King, Jr. Day

COMMENDATIONS

This item was continued to January 27, 2025.

2024 Salinas Firefighter of the Year Award

WELCOMING CITY COMMENTS FROM THE MAYOR

Mayor Donohue provided comments regarding the City of Salinas as a Welcoming City.

GENERAL PUBLIC COMMENTS

Received public comment from members of the public in attendance and on Zoom.

CALIFORNIA GOVERNMENT CODE §84308 - LEVINE ACT

No disclosures reported.

CONSENT AGENDA

[ID#24-733](#)

Minutes

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, the minutes of December 3, 2024 were approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

[ID#24-731](#)

Financial Claims

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, the financial claims report was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

[ID#24-696](#)

Memorandum of Understanding between the Salinas Fire Department and Public Safety Cadets

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution authorizing the City Manager to execute a Memorandum of Understanding with the Public Safety Cadets was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23187

ID#24-698

Fourth Amendment to Agreement with Accountancy Corporation, DBA Maze & Associates for Accounting Services

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution authorizing the City Manager to execute a Fourth Amendment to the Professional Services Agreement with Accountancy Corporation, dba. Maze and Associates for accounting services to increase the compensation by \$400,000 for a new not to exceed amount of \$800,000 was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23188

ID#24-699

Amendment No. 1 to Agreement between the City of Salinas, TAMC, and Ecology Action for completion of the Alisal Greening, Beautification and Safety Project, CIP 9345

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution authorizing the Mayor to execute Amendment No. 1, and any amendments thereto, to an Agreement between the City of Salinas, the Transportation Agency for Monterey County (TAMC), and Ecology Action (EA) for completion of the Alisal Greening, Beautification and Safety Project in conformance with the new term of the Caltrans Clean California Local Grant Program m (CCLGP) Restricted Grant Agreement, extending the term to December 31, 2025 was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23189

ID#24-704

Surplus and Donation of Ballistic Personal Protective Equipment

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution authorizing the surplus and donation of ballistic personal protective equipment to South Bay Regional Training Consortium was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23190

[ID#24-707](#)

Information Technology Surplus Equipment for Auction and Disposal

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution declaring specified information technology equipment as surplus and authorizing the auction or disposal of this equipment was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23191

[ID#24-724](#)

Modification to the Classification - Salary Schedule

Upon motion by Councilmember Salazar, seconded by Councilmember De La Rosa, Resolution to amend the Classification-Salary Schedule for temporary employee salaries to comply with the state minimum wage pursuant to Senate Bill 3 (SB3) and the amended 2025 Minimum Wage Order (MW- 2025) and to reflect a list of current and active temporary classifications was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

Enactment No: RES 23192

CONSIDERATION

[ID#24-723](#)

City Council Committees/Regional Board Appointments

Received report from the City Clerk regarding appointments of the Mayor and City Council members to committees/regional boards for 2025 and consider the process for appointment of the Mayor and Council members to committees/regional boards for 2025. Report file with the City Clerk as the official record.

MOTION

Councilmember Sandoval moved to approve the City Council Committees/Regional Board appointments for 2025. Motion was second by Councilmember Barrera.

SUBSTITUTE MOTION

Councilmember Barajas moved to only approve the City Council Standing Committees and Regional Board appointments for 2025 and requested staff prepare a report to the City Council at a future meeting date for the City Adhoc Committees and what is strategic and relevant for ongoing committee participation with the exception of the Aminial Shelter JPA which is to be included in the Regional Board appointment. Motion was second by Councilmember De La Rosa.

Upon motion by Councilmember Barajas, seconded by Councilmember De La Rosa, approving the City Council Standing Committees and Regional Board appointments for 2025; requested that staff prepare a report to the City Council for a future meeting date regarding the City Adhoc Committees specifically what is strategic and relevant for the City's ongoing committee participation with the

exception of the Animal Shelter JPA which is to be included in the Regional Board appointments. Motion was second by Councilmember De La Rosa. was approved. The motion carried by the following vote:

Ayes: 7 - Councilmember Barajas, Councilmember Barrera, Councilmember D'Arrigo, Councilmember De La Rosa, Councilmember Salazar, Councilmember Sandoval and Mayor Donohue

COUNCILMEMBERS' REPORTS, APPOINTMENTS AND FUTURE AGENDA ITEMS

ADJOURNMENT

Meeting adjourned at 7:12 p.m.



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Legislation Text

File #: ID#25-007, Version: 1

Financial Claims

Approve financial claims report.

City of Salinas

Payment Register

From Payment Date: 1/8/2025 - To Payment Date: 1/21/2025

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481117	01/09/2025	Open	Alyssa Maniscalco	\$130.25
481118	01/09/2025	Open	Cesar Ayala	\$152.50
481119	01/09/2025	Open	Cindy Guerrero	\$44.00
481120	01/09/2025	Open	Evan Adams	\$290.48
481121	01/09/2025	Open	Evelia Marr	\$78.75
481122	01/09/2025	Open	Fabian Aquino	\$163.50
481123	01/09/2025	Open	Housing California	\$3,100.00
481125	01/09/2025	Open	Jonathan Juarez	\$163.50
481126	01/09/2025	Open	Ruben Sanchez	\$122.73
481127	01/09/2025	Open	Susan Rosales-Nava	\$19.50
481128	01/09/2025	Open	Victor Cortina	\$201.29
481129	01/09/2025	Open	1701 Independence, LLC dba Creekbridge Apartments	\$2,300.00
481130	01/09/2025	Open	2NDNATURE, LLC	\$44,055.25
481131	01/09/2025	Open	4Leaf Inc	\$11,695.39
481132	01/09/2025	Open	72 Hour LLC dba Chevrolet of Watsonville/National	\$385.37
481133	01/09/2025	Open	Ace Hardware	\$61.79
481134	01/09/2025	Open	Advanced Uniforms Dust Control & Linen LLC dba Adv	\$248.61
481135	01/09/2025	Open	Alco Water	\$19,450.99
481136	01/09/2025	Open	Alert Media, Inc dba AlertMedia	\$9,864.00
481137	01/09/2025	Open	Alhambra and Sierra Spring DS Waters of America LP	\$310.05
481138	01/09/2025	Open	All Safe Security Alarm	\$420.00
481139	01/09/2025	Open	Alpha	\$599.78
481140	01/09/2025	Open	Amazon.Com	\$499.67
481141	01/09/2025	Open	American Heart Association, Inc	\$82.50
481142	01/09/2025	Open	American Supply Company	\$392.45
481143	01/09/2025	Open	Amerigas	\$163.60
481144	01/09/2025	Open	Amsoil Inc	\$838.17
481145	01/09/2025	Open	Ana Rueda De Vidales dba JAV Language Solutions	\$221.54
481146	01/09/2025	Open	Analgesic Services Inc	\$101.75
481147	01/09/2025	Open	Angel Armor, LLC	\$7,847.25
481148	01/09/2025	Open	AT and T	\$38,246.74
481149	01/09/2025	Open	AT and T	\$156.28
481150	01/09/2025	Open	AT and T	\$32,865.40
481151	01/09/2025	Open	AutoZone West Inc	\$17.46
481152	01/09/2025	Open	Benjamin Majewski	\$833.00
481153	01/09/2025	Open	BFS Landscape Architects	\$40,754.73
481154	01/09/2025	Open	Blue 360 Media, LLC	\$1,255.28
481155	01/09/2025	Open	BrightView Landscape Services, Inc	\$669.82
481156	01/09/2025	Open	CA Towing, Inc. dba California Towing & Transport	\$175.00
481157	01/09/2025	Open	California Association for Local Economic Developm	\$120.00
481158	01/09/2025	Open	California Water Service	\$253.28
481159	01/09/2025	Open	California Water Service	\$1,371.87

City of Salinas

Payment Register

From Payment Date: 1/8/2025 - To Payment Date: 1/21/2025

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481160	01/09/2025	Open	California Water Service	\$545.08
481161	01/09/2025	Open	California Water Service	\$469.57
481162	01/09/2025	Open	California Water Service	\$253.28
481163	01/09/2025	Open	California Water Service	\$344.79
481164	01/09/2025	Open	California Water Service	\$79.15
481165	01/09/2025	Open	California Water Service	\$820.72
481166	01/09/2025	Open	California Water Service	\$74.60
481167	01/09/2025	Open	California Water Service	\$301.49
481168	01/09/2025	Open	California Water Service	\$382.45
481169	01/09/2025	Open	California Water Service	\$253.28
481170	01/09/2025	Open	California Water Service	\$403.01
481171	01/09/2025	Open	Carollo Engineers, Inc	\$12,400.69
481172	01/09/2025	Open	CDW Government LLC	\$4,465.67
481173	01/09/2025	Open	Charles Schwab & Co., Inc	\$19,479.00
481174	01/09/2025	Open	Charlie D. Zarza	\$650.00
481175	01/09/2025	Open	Christopher Butler dba Mindwarp Entertainment Prod	\$4,030.13
481176	01/09/2025	Open	Cintas	\$3,329.39
481177	01/09/2025	Open	Coalition of Homeless Services Providers	\$370.84
481178	01/09/2025	Open	Coast Automotive Warehouse Inc	\$96.83
481179	01/09/2025	Open	Coast Counties Truck & Equipment Co dba Coast Coun	\$600.71
481180	01/09/2025	Open	Comcast (Business)	\$412.59
481181	01/09/2025	Open	Community Homeless Solutions	\$19,941.03
481182	01/09/2025	Open	Community Human Services	\$210,283.08
481183	01/09/2025	Open	Consolidated Electrical Distributors, Inc.	\$140.57
481184	01/09/2025	Open	Craftwater Engineering, Inc	\$21,278.75
481185	01/09/2025	Open	CSC Of Salinas	\$58.62
481186	01/09/2025	Open	CSG Consultants	\$6,438.00
481187	01/09/2025	Open	Deluxe Small Business Sales Inc	\$995.76
481188	01/09/2025	Open	Don Chapin Inc	\$3,335.05
481189	01/09/2025	Open	Downtown Streets, Inc	\$47,033.36
481190	01/09/2025	Open	E2 Consulting Engineers, Inc	\$81,277.50
481191	01/09/2025	Open	Eden Council for Hope and Opportunity	\$18,495.76
481192	01/09/2025	Open	Edges Electrical Group, LLC	\$602.66
481193	01/09/2025	Open	Edilcia Perez dba Mami Fit	\$191.75
481194	01/09/2025	Open	Edward Herd & Rodney Herd dba Abacherli Fence Co	\$1,885.00
481195	01/09/2025	Open	Environmental Systems, Inc of Northern California	\$11,309.93
481196	01/09/2025	Open	Eulalio Villegas-Rivera Petty Cash Custodian	\$4,800.00
481197	01/09/2025	Open	Fastenal Company	\$345.77
481198	01/09/2025	Open	Fed Ex	\$8.78
481199	01/09/2025	Open	Ferguson Holdings, Inc dba Ferguson Waterworks	\$799.72
481200	01/09/2025	Open	Ferguson US Holdings Inc dba Ferguson Enterprises	\$340.53
481201	01/09/2025	Open	First Alarm	\$1,281.93

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481202	01/09/2025	Open	First Alarm	\$339.27
481203	01/09/2025	Open	First American Title Company	\$350.00
481204	01/09/2025	Open	Francis Enos dba Francis Enos Fire Pump Repair	\$6,175.00
481205	01/09/2025	Open	Fresno Oxygen & Welding Suppliers, Inc.	\$260.05
481206	01/09/2025	Open	Genuine Parts Company dba NAPA Auto Parts	\$399.96
481207	01/09/2025	Open	Gold Star Motors dba Gold Star Buick GMC	\$751.26
481208	01/09/2025	Open	Granite Construction Company	\$1,992.40
481209	01/09/2025	Open	Granite Rock Co	\$765.73
481210	01/09/2025	Open	Granite Rock Co	\$59,264.87
481211	01/09/2025	Open	Griffin Structures, Inc	\$16,542.19
481212	01/09/2025	Open	Harris and Associates	\$4,827.50
481213	01/09/2025	Open	Harris and Associates	\$3,822.50
481214	01/09/2025	Open	Harris and Associates	\$3,562.50
481215	01/09/2025	Open	HD Supply White Cap Construction Supply	\$623.83
481216	01/09/2025	Open	Hi-Line Electric Company, Inc dba Hi-Line Inc	\$934.39
481217	01/09/2025	Open	HROD, Inc dba MMO Partners	\$9,000.00
481218	01/09/2025	Open	Hydro Turf	\$3,233.80
481219	01/09/2025	Open	Ingram Book Company	\$34.50
481220	01/09/2025	Open	Interim Inc	\$319.42
481221	01/09/2025	Open	Interstate Battery System Inc	\$298.10
481222	01/09/2025	Open	J.J. Keller and Associates Inc	\$733.07
481223	01/09/2025	Open	Jam Services Inc	\$14,726.90
481224	01/09/2025	Open	Jose Luis Corral dba Salinas Pizza	\$1,881.71
481225	01/09/2025	Open	Joshua Marmolejo	\$500.00
481226	01/09/2025	Open	JT Hose & Fittings	\$335.34
481227	01/09/2025	Open	Juan Reyes Davila dba Reyes Jumpers	\$390.00
481228	01/09/2025	Open	Karla's Janitorial & Suppliers, LLC	\$6,100.00
481229	01/09/2025	Open	Ketch-All Company	\$691.86
481230	01/09/2025	Open	Kimball Midwest	\$950.38
481231	01/09/2025	Open	Kimley Horn And Assoc Inc	\$28,877.52
481232	01/09/2025	Open	Kurt Ashley dba Secure Solutions	\$9,372.70
481233	01/09/2025	Open	Kysmet Security & Patrol	\$896.00
481234	01/09/2025	Open	Lawson Products, Inc	\$305.90
481235	01/09/2025	Open	Leon De Asis	\$2,000.00
481236	01/09/2025	Open	Liebert Cassidy Whitmore	\$100.00
481237	01/09/2025	Open	Lisa Marie Vetter dba Tour de force Speakers	\$7,522.50
481238	01/09/2025	Open	Mauricio Cebada	\$240.00
481239	01/09/2025	Open	Meyers and Nave	\$24,540.50
481240	01/09/2025	Open	MissionSquare Retirement	\$44,563.00
481241	01/09/2025	Open	Monterey County Fire Training Officers Association	\$200.00
481242	01/09/2025	Open	Monterey County Health Department	\$97,500.00
481243	01/09/2025	Open	Monterey One Water	\$19,941.74

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
Check				
481244	01/09/2025	Open	Monterra Ranch Of Monterey Home Owner's Associatio	\$460.00
481245	01/09/2025	Open	MP Express, Inc	\$3,160.05
481246	01/09/2025	Open	MPL LTD dba Monterey Pines Apartments	\$1,145.00
481247	01/09/2025	Open	Municipal Resource Group LLC	\$3,750.00
481248	01/09/2025	Open	My Chevrolet	\$133.96
481249	01/09/2025	Open	My Jeep	\$280.65
481250	01/09/2025	Open	Nick Peter Fettis dba Nick Fettis Piano Service	\$625.00
481251	01/09/2025	Open	NPG of Monterey-Salinas CA LLC dba KION NION KMUV	\$4,170.00
481252	01/09/2025	Open	O'Reilly Auto Parts	\$53.85
481253	01/09/2025	Open	Office Depot Business Service Division	\$774.04
481254	01/09/2025	Open	Pacific Gas and Electric Company	\$638.72
481255	01/09/2025	Open	Pacific Gas and Electric Company	\$1,005.89
481256	01/09/2025	Open	Pacific Gas and Electric Company	\$325.12
481257	01/09/2025	Open	Pacific Gas and Electric Company	\$135.08
481258	01/09/2025	Open	Pacific Gas and Electric Company	\$152.40
481259	01/09/2025	Open	Pacific Gas and Electric Company	\$208.79
481260	01/09/2025	Open	Pacific Gas and Electric Company	\$73.80
481261	01/09/2025	Open	Pacific Gas and Electric Company	\$30.20
481262	01/09/2025	Open	Pacific Gas and Electric Company	\$179.82
481263	01/09/2025	Open	Pacific Gas and Electric Company	\$118.54
481264	01/09/2025	Open	Pacific Gas and Electric Company	\$58.40
481265	01/09/2025	Open	Pacific Gas and Electric Company	\$4,660.79
481266	01/09/2025	Open	Pacific Gas and Electric Company	\$128.01
481267	01/09/2025	Open	Pacific Gas and Electric Company	\$632.30
481268	01/09/2025	Open	Pacific Gas and Electric Company	\$120.92
481269	01/09/2025	Open	Pacific Gas and Electric Company	\$197.99
481270	01/09/2025	Open	Pacific Gas and Electric Company	\$23,380.59
481271	01/09/2025	Open	Pacific Gas and Electric Company	\$114.20
481272	01/09/2025	Open	Pacific Gas and Electric Company	\$118.34
481273	01/09/2025	Open	Pacific Gas and Electric Company	\$892.92
481274	01/09/2025	Open	Pacific Gas and Electric Company	\$137.19
481275	01/09/2025	Open	Pacific Gas and Electric Company	\$123.93
481276	01/09/2025	Open	Pacific Gas and Electric Company	\$599.98
481277	01/09/2025	Open	Pacific Gas and Electric Company	\$2,696.66
481278	01/09/2025	Open	Partners For Peace	\$28,084.93
481279	01/09/2025	Open	Pedro C Estrada DbA Estrada Janitorial Service	\$60,215.00
481280	01/09/2025	Open	Petsmart	\$607.37
481281	01/09/2025	Open	Plan It Software LLC	\$4,500.00
481282	01/09/2025	Open	PLM Lender Services Inc	\$431.25
481283	01/09/2025	Open	Precision K9 LLC	\$2,300.00
481284	01/09/2025	Open	Predictive Index, LLC	\$3,588.00
481285	01/09/2025	Open	Quality Water Enterprises Inc dba Culligan Water	\$176.61

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481286	01/09/2025	Open	Quality Water Enterprises Inc dba Culligan Water	\$128.70
481287	01/09/2025	Open	Quality Water Enterprises Inc dba Culligan Water	\$215.92
481288	01/09/2025	Open	Railroad Management Company LLC	\$677.55
481289	01/09/2025	Open	Railroad Management Company LLC	\$677.55
481290	01/09/2025	Open	Ramon Anzaldo	\$216.00
481291	01/09/2025	Open	Raul Lozano dba ASAP Signs & Printing	\$508.45
481292	01/09/2025	Open	Refrigeration Supplies Distributor	\$174.88
481293	01/09/2025	Open	Rent-A-Fence.com, Inc	\$216.32
481294	01/09/2025	Open	Rexel USA, Inc dba Platt Electric Supply	\$926.90
481295	01/09/2025	Open	Salinas Valley Basin Groundwater Sustainability Ag	\$21.88
481296	01/09/2025	Open	Salinas Valley TVB, Inc	\$6,621.10
481297	01/09/2025	Open	Salvador Perezchica dba Valley Trophies, Inc.	\$206.48
481298	01/09/2025	Open	Same Day Shred	\$60.00
481299	01/09/2025	Open	San Lorenzo Lumber	\$845.60
481300	01/09/2025	Open	Sentry Alarm System	\$999.00
481301	01/09/2025	Open	Serological Research Institute	\$1,750.00
481302	01/09/2025	Open	Smith and Enright Landscaping	\$107,586.47
481303	01/09/2025	Open	Special Services Group LLC	\$1,045.47
481304	01/09/2025	Open	Star Sanitation Services	\$254.83
481305	01/09/2025	Open	State of California Dept of Industrial Relations	\$329,316.38
481306	01/09/2025	Open	State Water Resource Control Board	\$3,540.00
481307	01/09/2025	Open	State Water Resource Control Board	\$54,953.00
481308	01/09/2025	Open	State Water Resource Control Board	\$264.00
481309	01/09/2025	Open	Sturdy Oil Company	\$2,826.42
481310	01/09/2025	Open	SWRCB Accounting Office	\$3,945.00
481311	01/09/2025	Open	SWRCB Accounting Office	\$18,878.00
481312	01/09/2025	Open	SWRCB Accounting Office	\$21,150.00
481313	01/09/2025	Open	Target Pest Control	\$753.00
481314	01/09/2025	Open	Tehama Golf Club LLC	\$400.00
481315	01/09/2025	Open	Terra Pullum	\$79.74
481316	01/09/2025	Open	The DJ Booth	\$546.24
481317	01/09/2025	Open	Tri County Fire Protection	\$185.55
481318	01/09/2025	Open	True North Compliance Services, Inc	\$10,477.82
481319	01/09/2025	Open	Tuscany Enterprises, Inc dba Everclear Hydro-jetti	\$1,000.00
481320	01/09/2025	Open	Tyler Technologies, Inc.	\$82,824.66
481321	01/09/2025	Open	U.S. Bank National Association ND	\$53,986.28
481322	01/09/2025	Open	United Parcel Service	\$36.00
481323	01/09/2025	Open	Valley Saw Shop	\$434.64
481324	01/09/2025	Open	Venissa Rosa	\$1,000.00
481325	01/09/2025	Open	Verizon Wireless	\$1,277.33
481326	01/09/2025	Open	Verizon Wireless	\$172.98
481327	01/09/2025	Open	Verizon Wireless	\$565.86

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481328	01/09/2025	Open	Verizon Wireless	\$608.08
481329	01/09/2025	Open	Voyager	\$75.79
481330	01/09/2025	Open	W W Grainger Inc	\$2,142.92
481331	01/09/2025	Open	W&M Marketing Group Inc dba B-Imprinted Branding	\$4,649.25
481332	01/09/2025	Open	Walmart c/o Capitol One	\$732.97
481333	01/09/2025	Open	WCDJR LLC dba Watsonville Chrysler Dodge Jeep Ram	\$687.47
481334	01/09/2025	Open	Willdan Engineering	\$25,120.00
481335	01/09/2025	Open	Willdan Financial Services	\$250.00
481336	01/09/2025	Open	Wingfoot Plastic Printing Services, Inc.	\$1,647.90
481337	01/09/2025	Open	Worldpac	\$83.33
481338	01/09/2025	Open	California International Airshow	\$3,189.31
481339	01/09/2025	Open	Fulfill Power Inc.	\$110.50
481340	01/09/2025	Open	John Law	\$754.00
481341	01/09/2025	Open	Universal Protection Services Allied Universal	\$27,027.00
481342	01/16/2025	Open	2NDNATURE, LLC	\$49,544.15
481343	01/16/2025	Open	616GC LLC	\$102,926.57
481344	01/16/2025	Open	Ace Hardware	\$573.91
481345	01/16/2025	Open	Acme Car Wash (William Pierce Inc)	\$1,902.98
481346	01/16/2025	Open	Advanced Uniforms Dust Control & Linen LLC dba Adv	\$1,797.00
481347	01/16/2025	Open	Alhambra and Sierra Spring DS Waters of America LP	\$238.32
481348	01/16/2025	Open	Alhambra and Sierra Spring DS Waters of America LP	\$166.86
481349	01/16/2025	Open	Alhambra and Sierra Spring DS Waters of America LP	\$172.86
481350	01/16/2025	Open	Alhambra and Sierra Spring DS Waters of America LP	\$81.95
481351	01/16/2025	Open	All Safe Security Alarm	\$114.00
481352	01/16/2025	Open	Amazon.Com	\$2,680.87
481353	01/16/2025	Open	American Process Group Inc	\$1,983,217.06
481354	01/16/2025	Open	American Supply Company	\$227.44
481355	01/16/2025	Open	Analgesic Services Inc	\$255.76
481356	01/16/2025	Open	AT and T	\$36,923.54
481357	01/16/2025	Open	Axon Enterprise, Inc.	\$100,000.00
481358	01/16/2025	Open	Bandit Systems Inc dba Bandit Systems	\$1,366.48
481359	01/16/2025	Open	Bear Electrical Solutions Inc	\$30,459.00
481360	01/16/2025	Open	Beatriz A Barajas - Petty Cash Custodian	\$20.00
481361	01/16/2025	Open	Brodart Company	\$280.71
481362	01/16/2025	Open	California Association For Property and Evidence	\$60.00
481363	01/16/2025	Open	California Water Service	\$73.76
481364	01/16/2025	Open	California Water Service	\$73.76
481365	01/16/2025	Open	Canon Financial Services Inc	\$659.18
481366	01/16/2025	Open	Cardinale Moving & Storage, Inc	\$28,710.00
481367	01/16/2025	Open	Cathy's Action Packed Fun Jumps Inc	\$1,340.10
481368	01/16/2025	Open	CDW Government LLC	\$81,588.17
481369	01/16/2025	Open	CEB	\$149.00

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481370	01/16/2025	Open	Central Coast YMCA	\$29,090.00
481371	01/16/2025	Open	Chris Callihan	\$245.00
481372	01/16/2025	Open	Cintas	\$1,486.44
481373	01/16/2025	Open	Civica Law Group, APC	\$128.70
481374	01/16/2025	Open	CMP-1, LLC dba Cambridge Court Apartments Homes	\$5,533.06
481375	01/16/2025	Open	Coast Automotive Warehouse Inc	\$217.54
481376	01/16/2025	Open	Coastal Paving & Excavating, Inc	\$68,464.74
481377	01/16/2025	Open	Comcast (Business)	\$58.06
481378	01/16/2025	Open	Comcast (Business)	\$167.47
481379	01/16/2025	Open	Consolidated Electrical Distributors, Inc.	\$16.67
481380	01/16/2025	Open	CorVel Corporation Inc dba CorVel Enterprise Compa	\$18,595.83
481381	01/16/2025	Open	CSC Of Salinas	\$131.29
481382	01/16/2025	Open	Dataflow Business Systems Inc	\$112.75
481383	01/16/2025	Open	Demco	\$1,041.70
481384	01/16/2025	Open	Division Of The State Architect	\$266.40
481385	01/16/2025	Open	Docks and Doors LLC	\$235.00
481386	01/16/2025	Open	Don Chapin Inc	\$2,264.68
481387	01/16/2025	Open	Downtown Streets, Inc	\$37,923.01
481388	01/16/2025	Open	East Bay Tire Company	\$6,444.28
481389	01/16/2025	Open	Eden Council for Hope and Opportunity	\$6,301.42
481390	01/16/2025	Open	Edges Electrical Group, LLC	\$79.22
481391	01/16/2025	Open	Ellison Environmental, Inc dba Fluid Resource Mana	\$40,818.48
481392	01/16/2025	Open	Environmental Systems, Inc of Northern California	\$280,393.40
481393	01/16/2025	Open	ESRI	\$2,880.00
481394	01/16/2025	Open	Fastenal Company	\$1,358.27
481395	01/16/2025	Open	Ferguson Holdings, Inc dba Ferguson Waterworks	\$1,279.96
481396	01/16/2025	Open	First Alarm	\$1,407.96
481397	01/16/2025	Open	First Alarm Security & Patrol Inc dba An Allied Un	\$1,703.25
481398	01/16/2025	Open	First Alarm Security & Patrol Inc dba An Allied Un	\$6,080.00
481399	01/16/2025	Open	First Trust Alarm Company Inc	\$325.38
481400	01/16/2025	Open	G2Solutions, Inc	\$9.00
481401	01/16/2025	Open	Genuine Parts Company dba NAPA Auto Parts	\$273.44
481402	01/16/2025	Open	Good Guard Security, Inc.	\$47,219.04
481403	01/16/2025	Open	Granite Rock Co	\$8,353.14
481404	01/16/2025	Open	Green Rubber Kennedy Ag	\$165.93
481405	01/16/2025	Open	Herc Rentals Inc.	\$915.09
481406	01/16/2025	Open	Homer T Hayward Lumber Co dba Hayward Lumber	\$184.34
481407	01/16/2025	Open	iHeartMedia Entertainment Inc dba KDON-FM RDON-FM	\$4,775.00
481408	01/16/2025	Open	Ingram Book Company	\$166.57
481409	01/16/2025	Open	Interactive Data, LLC dba IDI	\$146.00
481410	01/16/2025	Open	Interstate Battery System Inc	\$1,158.72
481411	01/16/2025	Open	INVISIO Communications Inc	\$3,555.00

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Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481412	01/16/2025	Open	Isaac Saavedra	\$125.00
481413	01/16/2025	Open	Iteris Inc	\$20,053.93
481414	01/16/2025	Open	Jesse And Evan Inc dba La Plaza Bakery	\$1,857.25
481415	01/16/2025	Open	John Allen dba California Hawaiian Mobile Estates	\$3,025.30
481416	01/16/2025	Open	John E Arriaga DbA J.E.A. and Associates	\$13,500.00
481417	01/16/2025	Open	Johnathan Ortiz	\$250.00
481418	01/16/2025	Open	Johnson Associates	\$82.92
481419	01/16/2025	Open	Johnson Electronics	\$120.00
481420	01/16/2025	Open	Jose Adrian Garcia Ramos dba Shredding Source Solu	\$315.00
481421	01/16/2025	Open	JT Hose & Fittings	\$569.87
481422	01/16/2025	Open	Kanco Inc. / Mighty Auto Parts	\$178.92
481423	01/16/2025	Open	Kimball Midwest	\$1,859.04
481424	01/16/2025	Open	Kimley Horn And Assoc Inc	\$847.50
481425	01/16/2025	Open	Kronos Incorporated	\$160.00
481426	01/16/2025	Open	Kurt Ashley dba Secure Solutions	\$6,382.23
481427	01/16/2025	Open	Kysmet Security & Patrol	\$3,528.00
481428	01/16/2025	Open	Las Casas de Madera Cooperative, Inc	\$7,242.46
481429	01/16/2025	Open	Las Casas de Madera Cooperative, Inc	\$2,748.68
481430	01/16/2025	Open	Lawson Products, Inc	\$206.88
481431	01/16/2025	Open	LAZ Karp Associates, LLC	\$41,929.38
481432	01/16/2025	Open	Life Assist	\$585.72
481433	01/16/2025	Open	Martin's Irrigation Supply, Inc	\$5,845.71
481434	01/16/2025	Open	Matthew G Norton Co dba NWB Salinas LLC	\$345.00
481435	01/16/2025	Open	Matthew G Norton Co dba NWB Salinas LLC	\$247.00
481436	01/16/2025	Open	Maze & Associates	\$24,050.00
481437	01/16/2025	Open	Midwest Tape, LLC dba Midwest Tape	\$605.70
481438	01/16/2025	Open	Monterey County Convention And Visitors Bureau	\$87,292.21
481439	01/16/2025	Open	Monterey County Office of Education	\$36,250.00
481440	01/16/2025	Open	Monterey County Recorders	\$130.00
481441	01/16/2025	Open	Monterey One Water	\$16,369.73
481442	01/16/2025	Open	Monterey One Water	\$145.44
481443	01/16/2025	Open	Monterey Transfer and Storage Inc	\$1,394.50
481444	01/16/2025	Open	Monterey Transfer and Storage Inc	\$495.00
481445	01/16/2025	Open	Municipal Maintenance Equipment dba MME	\$1,788.53
481446	01/16/2025	Open	My Chevrolet	\$51.36
481447	01/16/2025	Open	National Emblem	\$7,656.61
481448	01/16/2025	Open	NetFile Inc	\$2,500.00
481449	01/16/2025	Open	O'Reilly Auto Parts	\$294.41
481450	01/16/2025	Open	Office Depot Business Service Division	\$105.79
481451	01/16/2025	Open	Pacific Gas and Electric Company	\$74.69
481452	01/16/2025	Open	Pacific Gas and Electric Company	\$1,127.54
481453	01/16/2025	Open	Pacific Gas and Electric Company	\$1,218.01

City of Salinas

Payment Register

From Payment Date: 1/8/2025 - To Payment Date: 1/21/2025

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481454	01/16/2025	Open	Pacific Gas and Electric Company	\$130.88
481455	01/16/2025	Open	Pacific Gas and Electric Company	\$112.93
481456	01/16/2025	Open	Pacific Gas and Electric Company	\$332.30
481457	01/16/2025	Open	Pacific Gas and Electric Company	\$105.15
481458	01/16/2025	Open	Pacific Truck Parts Inc	\$196.38
481459	01/16/2025	Open	Playaway Products LLC	\$61.17
481460	01/16/2025	Open	Preferred Alliance Inc.	\$70.00
481461	01/16/2025	Open	Protel Communications, Inc dba Protelesis Corporat	\$152.98
481462	01/16/2025	Open	Pure Water	\$386.50
481463	01/16/2025	Open	Quality Water Enterprises Inc dba Culligan Water	\$63.00
481464	01/16/2025	Open	Quinn Company	\$139.10
481465	01/16/2025	Open	Raul Lozano dba ASAP Signs & Printing	\$27.64
481466	01/16/2025	Open	RELX Inc. dba LexisNexis, Division of RELX Inc.	\$1,062.29
481467	01/16/2025	Open	Republic Services of Salinas	\$1,604.16
481468	01/16/2025	Open	Rocket Software, Inc	\$9,127.00
481469	01/16/2025	Open	S & L Investments dba Salinas Valley ProSquad	\$605.23
481470	01/16/2025	Open	Salinas Valley Ford Inc	\$66.07
481471	01/16/2025	Open	Salinas Valley Solid Waste Authority	\$3,737.62
481472	01/16/2025	Open	Same Day Shred	\$155.00
481473	01/16/2025	Open	San Lorenzo Lumber	\$367.79
481474	01/16/2025	Open	Shaw HR Consulting Inc	\$2,527.50
481475	01/16/2025	Open	Sierra Pacific Sports	\$3,360.00
481476	01/16/2025	Open	Smith and Enright Landscaping	\$2,197.52
481477	01/16/2025	Open	SoundThinking, Inc	\$490,000.00
481478	01/16/2025	Open	St Francis Electric Inc	\$21,625.00
481479	01/16/2025	Open	Stommel Inc dba Lehr	\$818.04
481480	01/16/2025	Open	Sturdy Oil Company	\$185.73
481481	01/16/2025	Open	Target Pest Control	\$125.00
481482	01/16/2025	Open	TEF Architecture & Interior Design, Inc dba TEF De	\$13,468.75
481483	01/16/2025	Open	The Bank Of New York Mellon	\$1,500.00
481484	01/16/2025	Open	The Pun Group, LLP	\$54,190.00
481485	01/16/2025	Open	The Sherwin-Williams Co	\$67.02
481486	01/16/2025	Open	Thomson-West/Barclays	\$463.22
481487	01/16/2025	Open	Tri County Fire Protection	\$2,641.32
481488	01/16/2025	Open	U.S. Bank National Association ND	\$1,637.55
481489	01/16/2025	Open	United Parcel Service	\$93.96
481490	01/16/2025	Open	United Site Services	\$3,038.15
481491	01/16/2025	Open	Valley Health Associates	\$2,997.44
481492	01/16/2025	Open	Valley Saw Shop	\$273.53
481493	01/16/2025	Open	Verizon Wireless	\$4,225.19
481494	01/16/2025	Open	Verizon Wireless	\$6,731.75
481495	01/16/2025	Open	Verizon Wireless	\$1,689.35

City of Salinas

Payment Register

From Payment Date: 1/8/2025 - To Payment Date: 1/21/2025

Number	Date	Status	Payee Name	Transaction Amount
General Account - General Account				
<u>Check</u>				
481496	01/16/2025	Open	Verizon Wireless	\$5,482.49
481497	01/16/2025	Open	Verizon Wireless	\$40.01
481498	01/16/2025	Open	Verizon Wireless	\$3,737.72
481499	01/16/2025	Open	Verizon Wireless	\$1,196.49
481500	01/16/2025	Open	Veronica Tam And Associates Inc	\$10,602.50
481501	01/16/2025	Open	Vestis Group, Inc dba Vestis Services, LLC	\$94.53
481502	01/16/2025	Open	W W Grainger Inc	\$193.75
481503	01/16/2025	Open	Wallace Group A California Corporation	\$21,806.80
481504	01/16/2025	Open	Walmart c/o Capitol One	\$240.19
481505	01/16/2025	Open	WCDJR LLC dba Watsonville Chrysler Dodge Jeep Ram	\$139.60
481506	01/16/2025	Open	Weber Hayes & Associates	\$23,139.04
Type Check Totals:				\$6,007,369.84
General Account - General Account Totals				



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Legislation Text

File #: ID#24-703, Version: 1

Acceptance of the Cesar Chavez Park DG Path Project

Approve a Resolution accepting the Cesar Chavez Park DG Path Project (“Project”, CIP No. 9361) for maintenance and responsibility.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS

FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR

TITLE: ACCEPTANCE OF THE CESAR CHAVEZ PARK DG PATH PROJECT

RECOMMENDED MOTION:

A motion to approve a Resolution accepting the Cesar Chavez Park DG Path Project (“Project”, CIP No. 9361) for maintenance and responsibility.

EXECUTIVE SUMMARY:

On June 13, 2023, the City Council awarded a contract to NR Development, Inc. for the Cesar Chavez Park DG (decomposed granite) Path improvements via Resolution No. 22693 for a contract amount of \$602,500. Work began on August 28, 2023, and was substantially complete on December 5, 2023. There were no change orders on the project.

BACKGROUND:

In 2019 the Library and Community Services Department concluded a Parks, Recreation and Libraries Master Planning (PRLMP) effort which included a full assessment of our park, recreation, and library facilities. Following this assessment and the community engagement process which included over two thousand community engagement touch points, our consultants proceeded to develop plan content, key project recommendations, implementation strategies and a capital investment plan. Based on this extensive community engagement all our assets requiring capital improvements were ranked. Cesar Chavez is a top ranked park with a high overall priority score. The priority score includes community need, significance, funding leverage, safety/security, usage/benefits, and location/demographics.

The non-competitive grant made possible by the passage of the Proposition 68 - Per Capita Program was awarded to the City of Salinas in the amount of \$177,952. The intent of the Prop 68 funded Per Capita Program was to create opportunities for high quality outdoor recreation and connect residents to parks in critically underserved communities across California.

The Cesar Chavez Trail Park project consisted of renovating the existing decomposed granite trail and adding to the trail to connect to Circle Drive. Bench and exercise pads were also installed

along the trail. The Trail was designed to provide a loop for walking or running in addition to a possible future connection with a proposed regional trail outside the park.

The project leveraged Alisal Vibrancy Plan (AVP) implementation funds designated for park and open space improvements. AVP funds were used to augment the project to include construction of the trail, trash and recycling receptacles, and exercise stations. Adding more trash and recycling receptacles for cleanliness, and the addition of exercise stations to promote healthy activity were identified as priorities in the resident led AVP and implementation plan. This collaboration allowed the City to maximize both the use of the per capita grant funds and the AVP implementation funds to increase community benefit and achieve the priorities of both the PRLMP and the AVP.

On March 24, 2023, a Request for Proposals (“RFP”) for the Cesar Chavez Park DG Path Improvements was published via PlanetBids, an online bidding tool. On April 3, 2023, a non-mandatory Bid walk for the project was conducted. On April 27, 2023, one (1) contractor submitted a proposal for evaluation. On June 13, 2023, with Resolution 22693 a contract was awarded to NR Development in the amount of \$602,500.

The Notice to proceed with construction was issued on August 28, 2023, with 60 working days to complete the project. The project was substantially complete within the 60 working days allowed. Even though the trail was finished on time there have been some failures that showed up during the maintenance period. In order to complete the project in the most efficient and cost-effective means, Public Works plans on using the remaining funds in the account to address the issues that have arisen.

The acceptance of the completed work allows the City to maintain the completed project. It also puts the contractor and sub-contractors on notice that the project is considered complete by the City. The City can then use all unclaimed amounts of the contract to pay for needed repairs.

CEQA CONSIDERATION:

Categorically exempt. The City of Salinas has determined that the project is exempt from the California Environmental Quality Act (CEQA) Guidelines (Section 15301(c), Class 1), because the project proposes to maintain an existing pedestrian trail.

Furthermore, the project does not qualify for any of the exemptions to the categorical exemptions found at CEQA Guidelines Sections 15300.2, because section does not apply, and we are not reconstructing or replacing any structures or facilities.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

This item relates to the City Council's Strategic Plan of Infrastructure and Environmental Sustainability as well as Youth and Seniors.

DEPARTMENTAL COORDINATION:

The Public Works Department, Library & Community Services and Community Development Departments worked together to develop the RFQ, rate and rank the statement of qualifications, and oversee the construction of the pathway.

FISCAL AND SUSTAINABILITY IMPACT:

Accepting the Cesar Chavez Park DG Path improvements (CIP 9361) for maintenance and responsibility has no direct fiscal impact. The project was constructed within its allocated budget and contingencies. On-going maintenance and operation costs will be included in the FY 2025-26 budget.

ATTACHMENTS:

Resolution
Resolution No. 22693

RESOLUTION NO. _____(N.C.S.)

**A RESOLUTION OF THE CITY OF SALINAS CITY COUNCIL AUTHORIZING THE
ACCEPTANCE OF THE CESAR CHAVEZ PARK DG PATH PROJECT (CIP 9361)**

WHEREAS, on March 24, 2023, the City published a Request for Proposals (RFP) for the Cesar Chavez Park DG Path Project – CIP 9361 (Project); and

WHEREAS, on April 27, 2023, one contractor submitted a proposal for evaluation; and

WHEREAS, on June 13, 2023, the City Council pursuant to Resolution No. 22693 awarded a contract to NR Development for the Project in an amount not to exceed \$602,500, and

WHEREAS, the work has been inspected and its has been determined that the project meets the requirements of the project plans and specifications; and

WHEREAS, the project was substantially completed on December 5, 2023.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby accepts the Cesar Chavez Park DG Path Project CIP 93611, for maintenance and responsibility.

PASSED AND APPROVED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

RESOLUTION NO. 22693 (N.C.S.)

A RESOLUTION OF THE SALINAS CITY COUNCIL AWARDING THE CESAR CHAVEZ PARK DG TRAIL PROJECT TO CONTRACT TO NR DEVELOPMENT, INC.

WHEREAS, on March 24, 2023, a Request for Proposals (“RFP”) for the Cesar Chavez Park DG Path Trail Project; and

WHEREAS, one proposal was received through PlanetBids until 2:00pm on April 27, 2023; and

WHEREAS, an evaluation committee, comprised of four, cross-departmental City staff members, conducted a thorough evaluation of the proposal; and

WHEREAS, determined that the proposal from NR Development, Inc. met all the requirements of the RFP; and

WHEREAS, to award the Base Bid, staff is requesting a transfer of \$559,000.00 from CIP 9246 to CIP 9361; and

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the establishment of Capital Improvement Project (CIP) 9361, “Cesar Chavez Trail,” with appropriation(s) totaling \$559,000; and

BE IT FURTHER RESOLVED that the Salinas City Council hereby approves a transfer of \$559,000.00 from CIP 9246 – Alisal Vibrancy Plan Implementation Fund to CIP 9361 – Proposition 68 Per Capita grant funds; and

BE IT FURTHER RESOLVED that the Salinas City Council approves the Agreement for Services between the City of Salinas and NR Development, Inc and authorizes the City Manager or designee to enter into such agreement in the sum of \$602,500.

PASSED AND APPROVED this 13th day of June 2023, by the following vote:

AYES: Councilmembers Barrera, Gonzalez, McShane, Osornio, Rocha and Mayor Craig

NOES: None

ABSENT: Councilmember Sandoval

ABSTAIN: None

APPROVED:

DocuSigned by:

Kimbley Craig

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Kimbley Craig, Mayor

ATTEST:

DocuSigned by:

Patricia Barajas

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Patricia M. Barajas, City Clerk



Legislation Text

File #: ID#25-005, Version: 1

Williams Road Safe Street Corridor Project Grant Acceptance from the Federal Highway Administration (FHWA) Safe Streets and Roads for All (SS4A) Grant Program

Approve a Resolution accepting and receiving grant funds from the Safe Streets and Roads for All (SS4A) Grant Program for the Williams Road Safe Street Corridor Project; and authorizing the City Manager to negotiate and execute grant agreements and all documents necessary to effectuate the grant with the Federal Highway Administration (FHWA) in an amount not to exceed \$16,000,000 with supplemental City funding of \$4,000,000; and authorizing the FY 24-25 Appropriation increasing the estimated revenue from the Federal Highway Administration by \$16,000,000.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS, TRAFFIC & TRANSPORTATION DIVISION

FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR

BY: GERARDO RODRIGUEZ, ASSISTANT ENGINEER
ADRIANA ROBLES, ASST. PW DIRECTOR/CITY ENGINEER

TITLE: WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT GRANT
ACCEPTANCE FROM THE FEDERAL HIGHWAY
ADMINISTRATION (FHWA) SAFE STREETS AND ROADS FOR
ALL (SS4A) GRANT PROGRAM

RECOMMENDED MOTION:

A motion to approve a Resolution:

- 1) Accepting and receiving grant funds from the Safe Streets and Roads for All (SS4A) Grant Program for the Williams Road Safe Street Corridor Project; and
- 2) Authorizing the City Manager or designee to negotiate and execute grant agreements and all documents necessary to effectuate the grant with the Federal Highway Administration (FHWA) in an amount not to exceed \$16,000,000 with supplemental City funding of \$4,000,000; and
- 3) Authorizing the FY 24-25 Appropriation as follows:
 - a. Increase the estimated revenue from the Federal Highway Administration by \$16,000,000.

EXECUTIVE SUMMARY:

In September 2021, Salinas City Council adopted the Salinas Vision Zero Action Plan and in November 2019, the Alisal Vibrancy Plan was approved as a key strategic planning document. Both planning documents contain clear support from the community to improve traffic safety, reduce vehicle speeds, and to improve bicycle and pedestrian safety. In 2024, City of Salinas applied for and was awarded \$16,000,000 of Safe Streets and Roads for All (SS4A) grant funds to construct three roundabouts and corridor safety improvements on Williams Road.

BACKGROUND:

On February 11, 2020, the City of Salinas adopted a Vision Zero Policy, and shortly thereafter developed the Salinas Vision Zero Action Plan approved by Council on September 14, 2021 (Resolution No. 21791 and 22184, respectively). The Vision Zero Action Plan (Action Plan) is rooted in the understanding that traffic deaths are preventable. The Action Plan used a systems-based approach and application data to identify emphasis areas, priorities, and actionable strategies with the goal of eliminating severe injury and fatal crashes.

Identification of the High Injury Networks (HIN) was a critical first step in order to focus City efforts on roadway segments where high frequency of fatal or severe injury collisions occur. GIS technology was used to define the Salinas HIN. Traffic data for the HIN was collected from the Transportation Injury Mapping System (TIMS), Statewide Integrated Traffic Records System (SWITRS) and local police records between the years 2009-2018. The Action Plan illustrates that the Salinas HIN consists of only 12% of the city's roadway network.

The Williams Road corridor was identified as the second highest corridor for killed or severely injured collisions (KSI) on the Salinas HIN in the Action Plan. Collisions along Williams Road were found to be spatially distributed throughout the corridor and typically located near an intersection or driveway. Notable collision types include broadside and head-on collisions. The most frequent primary collision factors include auto right-of-way violations, unsafe speeds, and improper turning. The corridor currently is five lanes wide with two lanes in each direction, a two-way left turn lane at the center and on street parking on either side. The corridor has a high driveway density and no bike facilities. The countermeasures developed through the community-driven Vision Zero Action Plan were tailored to specifically address the notable collision types and primary collision factors. The City evaluated different conceptual options to meet the needs of the community and contemplated the trade-offs between parking, safe bicycle facilities and traffic operations throughout the process. Ultimately, access management strategies were identified for Williams Road to help mitigate the collision trends.

In September 2023, with the approval of the City Manager, staff applied for the Safe Streets and Roads for All (SS4A) grant program. The SS4A is a federal grant program established to support the U.S Department of Transportation's National Roadway Safety Strategy and their goal of zero roadway death using a Safe System Approach. Williams Road was identified as the primary candidate for the grant program and the City was awarded \$16 million to implement the recommended safety improvements.

The Williams Road Safe Street Corridor Project concept strongly follows the countermeasures identified in the Vision Zero Action Plan and the vision of the SS4A grant with multimodal improvements along Williams Road between East Alisal Road and Freedom Parkway. The design will include modifications to the roadway and upgrades of the pedestrian, bicycle, and transit facilities with the primary focus of improving safety along the corridor. An Intersection Control Evaluation (ICE) for key corridor intersections was performed to ensure the proper safety and cost-effective strategies were utilized. Three roundabouts are proposed at Williams Rd and East Alisal St, Williams Road and East Market St and Williams Road and Freedom Parkway.

Kimley-Horn and Associates, Inc. assisted the City with the SS4A grant program application and developed the concept plans. After announcement of award of the SS4A grant, the City wished to continued working with Kimley-horn and Associates, Inc. per Master Services Agreement (Resolution No. 22563) for the Project Approval and Environment Document (PA/ED) phase. At its meeting on April 9, 2024, City Council approved Resolution No. 22937 for an agreement with Kimley-Horn Associates, Inc. for the PA&ED phase to get the project started utilizing existing CIP 9071 funds. Staff is coordinating with FHWA on allocation of the SS4A funds and recommends the acceptance of the \$16,000,000 grant for the Williams Road Safe Street Corridor Project from the Safe Streets and Roads For All (SS4A) Grant Program, and authorization to the City Manager to execute agreements with the Federal Highway Administration (FHWA) related to the Williams Road Safe Street Corridor Project Grant, and the authorizing the appropriation of leveraging funds through the annual budgeting process to CIP 9128 for the Williams Road Safe Corridor Project.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No

STRATEGIC PLAN INITIATIVE:

The Williams Road Safe Street Corridor Concept Project supports the City Council goals of “Infrastructure and Environmental Sustainability”, “Public Safety” and “Effective and Culturally Responsive Government”.

DEPARTMENTAL COORDINATION:

The Williams Road Safe Streets Corridor Project will be overseen by Public Works. The Finance Department provides fiscal monitoring and reporting information for the grant agreement.

FISCAL AND SUSTAINABILITY IMPACT:

There is no cost to the General Fund. This Council action authorizes the appropriation of \$16,000,000 to the 5201 Special Const Assist – Fed & St Fund for Williams Streetscape and Safety CIP 9128. The required City matching funds totaling \$4,000,000 will be requested, as needed, through the annual CIP budgeting process from Development Fees – Arterial (Fund 2306) and Measure X (Fund 2510).

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 CIP Budget Page	Last Budget Action (Date, Resolution)
5201	5800.50.9128	Williams Rd	\$308,371	\$16,000,000	N/A	N/A

ATTACHMENTS:

Resolution

Attachment 1: Resolution Number 22184

Attachment 2: Resolution Number 21731

Attachment 3: Williams Rd Narrative, Concept Plans, and ICE Analysis

RESOLUTION NO. _____ (N.C.S.)

A RESOLUTION ACCEPTING A \$16,000,000 GRANT FOR THE WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT FROM THE SAFE STREETS AND ROADS FOR ALL (SS4A) GRANT PROGRAM; AND AUTHORIZING THE CITY MANAGER TO EXECUTE AGREEMENTS WITH THE FEDERAL HIGHWAY ADMINISTRATION (FHWA) RELATED TO THE WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT; AND AUTHORIZING THE SUPPLEMENTAL CITY FUNDING FOR THE WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT

WHEREAS, on September 14, 2021, the City Council adopted the City of Salinas Vision Zero Action Plan (Action Plan); and

WHEREAS, on November 5, 2019, the City Council accepted the Alisal Vibrancy Plan as a key strategic planning document.

WHEREAS, the Action Plan identified Williams Road as the second highest collision corridor; and

WHEREAS, in September 2023 the city applied for the Safe Streets and Roads for All (SS4A) Grant Program; and

WHEREAS, in December 2023, the City received notification that it was awarded \$16,000,000 of Safe Streets and Roads for All (SS4A) grant funds from the FHWA; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby accepts and receives a \$16,000,000 grant for the Williams Road Safe Street Corridor Project from the Safe Streets and Roads for All (SS4A) Grant Program; and

BE IT FURTHER RESOLVED that the Salinas City Council hereby authorizes the City Manager to execute agreements and all documents necessary to effectuate the grant with the Federal Highway Administration (FHWA) related to the Williams Road Safe Street Corridor Project; and

BE IT FURTHER RESOLVED that the Salinas City Council hereby authorizes the supplemental city funding of \$4,000,000, which will be appropriated through the annual budget development process from Development Fees – Arterial (Fund 2306) and Measure X (Fund 2510) to for the Williams Road Safe Street Corridor Project (CIP 9128).

PASSED AND APPROVED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

RESOLUTION NO. 21731 (N.C.S.)

RESOLUTION ACCEPTING THE DRAFT ALISAL VIBRANCY PLAN AS A KEY STRATEGIC PLANNING DOCUMENT

WHEREAS, in 2013, at a community meeting held in East Salinas, residents and community stakeholders identified the need and desire to create a community plan to improve their neighborhoods; and

WHEREAS, residents supported by community-based organizations such as Building Healthy Communities – East Salinas Collaborative were successful in advocating for the inclusion of a community plan for East Salinas in the Economic Development Element (EDE) adopted in December 2017; and

WHEREAS, several of the EDE’s goals, policies and action items specifically call for the preparation of a community-driven plan to guide the revitalization and enhancement of the economic, social, and cultural fabric of the Alisal/East Salinas neighborhoods; and

WHEREAS, the Salinas City Council’s 2016-2019 Strategic Plan identifies the preparation and implementation of the Alisal Vibrancy Plan (AVP) as a key objective under the initiative of Economic Diversity and Prosperity; and

WHEREAS, the AVP’s purpose is to communicate the collective vision, goals and desires of those who live, work, worship, and shop in the Alisal; and

WHEREAS, equity is at the center of AVP development and community engagement with the goals of inclusion, building community capacity and resident empowerment; and

WHEREAS over 2,000 residents and community stakeholders participated in the community-led engagement process that resulted in more than 150 recommended strategies that evolved into goals, policies and actions that are the “heart” of the AVP; and

WHEREAS, the aforementioned goals, policies and actions provide the framework for the residents, community stakeholders and organizations, and city and other governmental agencies to work collaboratively to implement specific action steps toward realizing the community’s vision; and

WHEREAS, a public review document was released on October 7, 2019 and made available at city community facilities in East Salinas and at City Hall and the Permit Center on October 9, 2019; and

WHEREAS, on October 16, 2019, the Planning Commission received a presentation on the public review draft AVP and heard public comment from members of the Steering Committee and community-based organizations supporting the Plan; and

WHEREAS, the Planning Commission voted three to one to recommend City Council acceptance of the AVP; and

WHEREAS, at its November 5, 2019 meeting the City Council received the Planning Commission's recommendation, were provided a summary of written public comments received by 5:00pm on October 21, 2019 along with an errata sheet of recommended response and/incorporation, and heard public testimony at the meeting; and

WHEREAS, the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines section 15378). If recommended policies or actions progress to a "project" level further CEQA analysis will be required to address potential environmental impacts of the proposed project.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby finds and determines the following:

1. The foregoing recitals and Attachments are true and correct and are included herein by reference as findings.
2. The proposed Alisal Vibrancy Plan supports the Core Value and eight Vision Salinas Guiding Principles accepted by City Council and meant to guide city planning documents.
3. Alisal Vibrancy Plan goals, policies, and actions will inform the General Plan update anticipated to begin in 2020.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Salinas City Council hereby accepts the Alisal Vibrancy Plan (Exhibit "A"), with the incorporation of the recommended edits, changes and modifications listed in the errata sheet provided as Exhibit "B", as a key strategic planning document for the City of Salinas; and

NOW, THEREFORE, BE IT FURTHER RESOLVED that the City Manager direct the implementation of the Plan as soon as possible, and seek funding for the recommended capital improvements, policy changes and operating budgets for the Fiscal Year 2020-2021 and in subsequent years.

PASSED AND APPROVED this 5th day of November, 2019, by the following vote:


AYES: Councilmembers: Barrera, Cromeenes, Davis, De La Rosa, McShane, Villegas and Mayor Gunter

NOES: None


ABSENT: None

ABSTAIN: None

APPROVED:

DocuSigned by:

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Joe Gunter, Mayor

ATTEST:

DocuSigned by:

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Patricia M. Barajas, City Clerk

RESOLUTION NO. 22184 (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL ADOPTING THE SALINAS
VISION ZERO ACTION PLAN.**

WHEREAS, City Council passed a Resolution adopting a Vision Zero Policy, which set a clear goal of eliminating fatal and severe injuries collisions; and

WHEREAS, the Vision Zero Action Plan is a data driven approach, which utilizes historical collision data in order to identify collision patterns and trends; and

WHEREAS, high frequencies of collisions led to identifying emphasis areas where the City can prioritize a response and recommend actionable strategies with the goal of eliminating severe injury and fatal crashes; and

WHEREAS, the Vision Zero Action Plan is the City's play book to achieve this goal; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act; and

WHEREAS, at its July 8, 2021 meeting, the Traffic and Transportation Commission voted unanimously (6-0) to recommend to Council that the City Council approve a Resolution adopting the Salinas Vision Zero Action Plan.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Salinas that the Salinas Vision Zero Action Plan is hereby adopted.

PASSED AND APPROVED this 14th day of September 2021 by the following vote:


AYES: Councilmembers: Barrera, Cromeenes, González, Osornio, Rocha, McShane, and Mayor Craig

NOES: None


ABSENT: None

ABSTAIN: None

APPROVED:

DocuSigned by:

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Kimbley Craig, Mayor

ATTEST:

DocuSigned by:

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Patricia M. Barajas, City Clerk



City of Salinas

200 Lincoln Ave., Salinas,
CA 93901
www.cityofsalinas.org

Legislation Text

File #: ID#25-008, Version: 1

Amendments to the Memorandum of Understanding with the Police Managers Association

Approve a Resolution approving amendments to the Memorandum of Understanding between the City of Salinas and the Police Managers Association.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: HUMAN RESOURCES

FROM: MARINA HORTA-GALLEGOS, HUMAN RESOURCES DIRECTOR

TITLE: AMENDMENTS TO THE MEMORANDUM OF UNDERSTANDING
WITH THE POLICE MANAGERS ASSOCIATION

RECOMMENDED MOTION:

A motion approving amendments to the Memorandum of Understanding between the City of Salinas and the Police Managers Association.

EXECUTIVE SUMMARY:

Proposed changes to the Memorandum of Understanding with the Police Managers Association include the following:

- (1) Term: one year (to December 31, 2025)
- (2) Wages: increase by 4% (effective January 20, 2025)
- (3) Longevity pay: add 3% at 10 years (plus current 5% at 20 years) for total of 8% at 20 years
- (4) On-call pay: increase from \$2.25 to \$5.00 per hour
- (5) Holidays: add Cesar Chavez Day (March 31) and Juneteenth (June 19)

BACKGROUND:

Representatives for the City of Salinas and the Police Managers Association have met since September 2024 to negotiate a successor Memorandum of Understanding. The parties recently reached a tentative agreement. The proposed changes to wages and benefits for the Police Managers Association maintain parity with similar employee groups and support recruitment and retention.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

The proposed actions meet the Effective and Culturally Responsive Government Council goal within the 2022-2025 Strategic Plan and are expected to improve employee recruitment and retention.

DEPARTMENTAL COORDINATION:

The Human Resources Department coordinated with Administration, the Finance Department, and the Office of the City Attorney.

FISCAL AND SUSTAINABILITY IMPACT:

The projected cumulative total for the adjustments is approximately \$530,500. This is an ongoing general funds obligation that will be budgeted annually per the terms of the Memorandum of Understanding (MOU) as part of the budget development process.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action (Date, Resolution)
1000, 1100, 1200	61.1100 – 61.9992	Salaries & Benefits	\$0	\$530,500	N/A	N/A

ATTACHMENTS:

Resolution
Tentative Agreement
Memorandum of Understanding

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING AMENDMENTS
TO THE MEMORANDUM OF UNDERSTANDING FOR THE POLICE MANAGERS
ASSOCIATION**

BE IT RESOLVED BY THE CITY COUNCIL OF SALINAS that the Memorandum of Understanding between the City of Salinas and the Police Managers Association is amended with the following changes: (1) increase wages by 4% effective January 20, 2025, (2) add 3% at 10 years of service for longevity pay effective January 20, 2025 (for a total of 8% at 20 years), (3) increase on-call pay from \$2.25 to \$5.00 per hour, (4) add Cesar Chavez Day (March 31) and Juneteenth (June 19) as paid holidays, and (5) make other language and process changes as shown in the attached Tentative Agreement.

PASSED AND ADOPTED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

Tentative Agreement

The City of Salinas and the Salinas Police Managers Association (PMA) tentatively agree to the following tracked changes to their Memorandum of Understanding, subject to ratification of PMA membership and approval of City Council.

SECTION 1 – PREAMBLE

This Memorandum of Understanding is entered into by the City of Salinas (“City”) and the Police Managers Association (“Association”). This Memorandum of Understanding applies to all regular personnel in Job Classifications found in Appendix A attached hereto. This Memorandum of Understanding is subject to Sections 3500-3510 of the Government Code of the State of California otherwise known as the Meyers-Milias-Brown Act (“MMBA”), and the City of Salinas Charter and Municipal Code.

SECTION 2 – NO ABROGATION OF RIGHTS

The parties acknowledge that the City rights and employee rights as indicated under Chapter 25, Sections 31 and 32, and all applicable State or Municipal laws, the City Personnel Rules and Regulations, the City Personnel Manual, and the Salinas Police Department Policy Manual, and the rights of the City Council are neither abrogated nor made subject to the meet and confer process by the adoption of this Memorandum of Understanding.

The City agrees to act in accordance with the provisions of the Public Safety Officers Procedural Bill of Rights as currently provided in Government Code Sections 3300 et seq.

SECTION 3 – PAST PRACTICES

The parties agree that this Memorandum of Understanding supersedes any past practice covered by this Memorandum of Understanding and any other prior written agreement agreed to by the parties not addressed in this Memorandum of Understanding.

SECTION 4 – NO DISCRIMINATION

The City and the Association will cooperate in pursuing a policy of no discrimination. Unit employees shall have the right to form, join and participate in the activities of employee organizations of their own choosing for the purpose of representation on all matters of employer-employee relations including wages, hours, and other terms and conditions of employment. No such employee shall be interfered with, restrained, coerced or discriminated against by the City or the Association because of his/her exercise of the rights established by law.

SECTION 5 – RECOGNITION MATTERS

A. Recognition

Pursuant to Sections 3500-3510 of the Government Code of the State of California, and Chapter 25, Section 34 of the Salinas Municipal Code, the City has certified the Association as the recognized employee organization for full-time regular employees assigned to certain classifications designated in Appendix A ("Unit").

B. Dues Checkoff

The City agrees to continue to allow dues and other mutually agreed upon payroll deductions to be deducted from the pay of employees who voluntarily authorized such deductions in writing on a form provided by the Association. Such deductions shall be made in a lump sum on a monthly basis and shall be so remitted to the Association. The City shall not deny consent for reasonable payroll deductions, nor shall the Association unreasonably request payroll deductions.

The Association shall indemnify and defend and hold the City of Salinas harmless against any claims made and against any suit instituted against the City of Salinas on account of collection of Association dues and other mutually agreed upon payroll deductions. In addition, the Association shall refund to the City of Salinas any amounts paid to it in error.

SECTION 6 – PAY RATES AND PRACTICES

A. Wages

1. ~~Effective in the first full pay period following City Council approval of this Memorandum of Understanding ("MOU") or in the first full pay period following January 2021, 2022, whichever is later, eligible Unit members will receive a 4.5% salary adjustment.~~
2. ~~Effective in the first full pay period of July 2023, eligible Unit members will receive a 1.5% salary adjustment.~~
3. ~~Effective in the first full pay period of July 2024, eligible Unit members will receive a 1.5% salary adjustment.~~

B. Bilingual Premium

A premium of five percent (5%) of base salary shall be paid to Police Sergeants and Police Commanders assigned by management to routinely and consistently speak and use a language other than English in the course of the employee's duties. This 5% premium is grandfathered for employees receiving this premium before January 1, 2021. An employee will be paid \$75 per pay period for any bilingual premium awarded on or after January 1, 2021. This section is subject to administrative discretion.

One hundred dollars (\$100) per month shall be paid to Deputy Police Chiefs who routinely and consistently speak and use a language other than English in the course of his/her job duties, subject to administrative direction.

C. Special Assignment Pay

The City has established two (2) categories of special assignment pay.

1. Temporary Upgrade Pay (Special Assignment Pay While Working Out of Class). An employee who is assigned by the Chief of Police to all the duties of a higher classification ~~for more than eighty (80) consecutive regular work hours for a limited duration (up to 960 hours each fiscal year), during recruitment for a regular appointment to the vacant position~~, while relieved of the duties of the employee's current position, shall receive a ten percent (10%) Temporary Upgrade Pay. Such pay shall be based on the employee's established base salary.
2. Special Assignment Pay While Performing Additional Responsibilities. An employee who is assigned by the Police Chief a significant increase in duties and responsibility in his/her classification may receive a ten percent (10%) special assignment pay. Such pay is authorized on recommendation of the Chief of Police with approval of the Human Resources Director. It may be paid for special assignments of not less than two (2) weeks nor more than three (3) months duration. The City Manager may approve additional special assignment pay beyond three (3) months for exceptionally difficult long-range assignments.

Consistent with Government Code section 20480, an out-of-class appointment to an upgraded position or higher classification during recruitment for a vacant position shall not exceed a total of 960 hours in each fiscal year.

D. Overtime

1. Consistent with current practice, employees in the rank of Sergeant who work beyond their normal shift schedule shall be compensated at time and one-half (1½) for the excess hours worked.
2. Pursuant to 29 USC section 207(k), for purposes of FLSA overtime, the work period is 28 days.

E. Court Pay for Sergeants

1. Off-duty court pay for Sergeants will be four (4) hours pay or comp time at time and one half (1½) or time and one half (1½) for actual hours in court, whichever is greater, except as modified in 2 and 3 below.
2. If one (1) officer makes two (2) or more court appearances in one (1) day and these appearances are:
 - a. Scheduled at least four (4) hours apart, the officer shall receive not less than four (4) hours pay at time and one half (1½) for each appearance.
 - b. Scheduled less than four (4) hours apart, the officer shall be compensated for a

minimum of four (4) hours pay at time and one half (1½) or time and one half (1½) for all hours in court, whichever is greater. This includes all subpoenas within the four (4) hour time period with the overtime period commencing at the appearance time of the earliest subpoena. Court compensation will be no more than eight (8) hours per day (two (2)-four (4) hour minimums) unless more hours are actually worked. In no case will there be double compensation for overlapping hours.

3. If a court appearance is scheduled within two (2) hours of the beginning of the officer's shift, compensation shall be as follows:
 - a. Time and one half for hours from end of shift through the completion of the court appearance, (example: If the officer ends his/her shift at 0800 hours (8:00 a.m.) and has court from 0830 hours (8:30 a.m.) to 0900 hours (9:00 a.m.) = 1 hour, 1000 hours (10:00 a.m.) to 1045 hours (10:45 a.m.) = four (4) hours)
 - OR,
 - b. Time and one half (1½) for hours from time of subpoena until beginning of shift, (example: 1445 hours (2:45 p.m.) to 1700 hours (5:00 p.m.) = four (4) hours; 1500 hours (3:00 p.m.) to 1700 hours (5:00 p.m.) = two (2) hours, if the officer starts his/her shift at 1700 hours).
4. The Department shall by 1800 hours (6:00 p.m.) of the preceding court day have available in the Watch Commander's office a list of those officers whose court appearances have been canceled for the next court day. It is the responsibility of the subpoenaed officer to check the status of any subpoena, as provided in the Salinas Police Department Policy Manual, after 1800 hours (6:00 p.m.) on the prior court day to ascertain if a court appearance has been canceled.

No compensation shall be given for a properly canceled court appearance.

In the event of a court cancellation entered into the City notification systems after 6:00 p.m. on the preceding day but before 5:00 a.m. on the court day, the officer shall receive a two (2) hour minimum at straight time.

In the event of a court cancellation entered into the City notification systems at or after 5:00 a.m. on the court day, the officer shall receive the four (4) hour minimum set forth in Paragraph 1, above, if not otherwise scheduled to work during the time of the cancelled appearance. The applicable court pay is determined by when the cancellation is entered into the City notification system, not the time the officer checks the system.

5. At their option, employees may choose to work in the Police Department during court lunch breaks if they are required to return to court after the court lunch break. This is contingent on the Watch Commander having a work assignment for the officer. If this be the case, the officer must have the Watch Commander sign the subpoena forms

indicating such assignment.

F. Night Shift Differential

Night shift differential at the rate of \$23.45 per shift shall be paid to employees who are routinely and consistently scheduled to be on duty at midnight. Being on duty at midnight includes employees whose shift either ends or begins at midnight. No night shift differential will be paid for overtime hours worked.

G. Emergency Callback

Police Commanders shall be eligible for emergency callback overtime. Emergency callback overtime shall be compensated at time and one-half (1½), up to a maximum of ten (10) hours or ten (10) hours and forty (40) minutes (depending on assigned schedule) per incident, subject to a minimum overtime callback of two (2) hours (three hours compensation).

H. Compensatory Time Accrual

The maximum compensatory time accrual for employees represented by the Police Management Association shall be 120 hours. Comp time accrual is limited to overtime worked covering regular shifts; it does not accrue for working special events or grant-funded activities or other situations for which the City may seek reimbursement and does not accrue for holiday pay.

I. Investigations Supervisor On-Call Pay

On-call pay of ~~\$5.00~~^{\$2.25} per hour shall be provided to the Investigations Supervisor as assigned by the Division Commander. The on-call compensation shall commence at the conclusion of the employee's work shift.

SECTION 7 – BENEFITS

A. Health, Dental, and Vision Plan Benefit

The City shall contribute toward the health premiums for coverage under the Peace Officers Research Association of California (PORAC) plan or another City-sponsored PERS plan of the employee's choice, for which the employee is eligible, as described below.

~~Continuing Effective through in the first full pay period of~~ December 20~~25~~¹⁹, the City shall contribute an amount toward monthly health benefit premiums for Unit employees equal to 95% of the PORAC premium for the level of coverage the employee has selected, up to a maximum of 95% of the cost of the premium for the PERS Platinum plan.

Effective in January 2026, the City shall contribute an amount toward monthly health benefit premiums for Unit employees equal to 94% of the premium for the level of coverage the

employee has selected, up to a maximum of 94% of the cost of the premium for the PORAC plan.

The employee shall pay for premium costs above the City's contribution through payroll deductions.

The City will continue with the full amount of premiums for current supplementary dental and vision plans available to City employees and eligible dependents throughout the term of this MOU.

Employees enrolled in the City's medical program under the California Public Employees' Medical and Hospital Care Act ("PEMHCA") receive a contribution by the City equal to the statutory minimum monthly contribution under PEMHCA. The City contribution amounts described above shall include the PEMHCA statutory minimum contribution.

In the event that new legal requirements of the Affordable Care Act (ACA) are effective during the term of this MOU, the parties agree to re-open on the limited subject of achieving legal compliance with the ACA.

B. Retiree Medical Benefit

Unit members who retire from the City and qualify as "annuitants" under PEMHCA are enrolled by CalPERS in the applicable group health plan as a retiree. As required by applicable law, annuitants must enroll in Medicare at age 65 or as soon as they become eligible.

The City will pay (1) the PEMHCA minimum contribution for annuitants, and (2) twenty-five (25%) percent or \$100 per month (whichever is less) for reimbursement of the medical insurance premium for employees retiring from the City who qualify as annuitants and who have been employed with the Salinas Police Department since before July 1, 2019, subject to proof of premium payment by annuitants. The City payment of the additional benefit beyond the PEMHCA minimum contribution shall be discontinued when the employee becomes eligible for Medicare coverage or after ten (10) years, whichever is sooner.

During the term of this MOU, the City will administer employee contributions to the PORAC Retiree Medical Trust at the request of the Association. The parties agree that this will be an employee-funded benefit at no expense to the City.

C. Long Term Disability

The City shall contribute to the City sponsored Long Term Disability Plan the full cost of the 60% - no maximum monthly benefit program.

D. Life Insurance

The City shall provide term life insurance in an amount equal to the employee's base salary, up to \$150,000, for each regular employee represented in the Unit.

E. Tuition Reimbursement

An employee shall be allowed up to five hundred dollars (\$500) per fiscal year for eligible educational expenses upon successful completion of an approved academic course of study and/or individual course of study approved by the Chief of Police and the Human Resources Director. Eligible expenses are defined as costs for classes which meet the following criteria:

- Approval is obtained prior to attending class
- Are directly related to an employee's job duties
- Receive college units, POST training credit, CEU credit, or are offered/presented by a bona fide, recognized firm or institution with direct knowledge of an experience in the curriculum offered
- For which class and study time is outside of the employee's work hours
- For which successful completion (academic grade of C or better or a certificate of completion) is provided. Reimbursement will not be made without such documentation.
- Reimbursement for training classes, seminars and workshops which are not part of an academic course of study is limited to the cost of registration only. Expenses for lodging, meals, travel and other related expenses are not reimbursable under this program.
- Expenses for books, class fees, and/or class supplies for college classes which are part of an academic course of study will be eligible for reimbursement under this program.

F. Uniform Allowance

The City shall pay twelve hundred dollars (\$1200) per calendar year for uniform replacement and maintenance. The uniform allowance shall be paid at the rate of one hundred (\$100) per month.

G. Educational Incentive

1. An educational incentive in the amount of two and a half percent (2.5%) of base pay will be paid to a Unit member with an associate's degree (AA/AS) from an accredited college or university. The AA/AS educational incentive does not stack or carry forward; it is not paid in addition to the educational incentives described below.
2. An educational incentive in the amount of five percent (5%) of base pay will be paid to a Unit member with a bachelor's degree (BA/BS) from an accredited college or

university. The BA/BS educational incentive does not stack or carry forward; it is not paid in addition to the educational incentive described below.

3. An educational incentive in the amount of seven and a half percent (7.5%) of base pay will be paid to a Unit member who holds a graduate degree (MA/MS/JD) from an accredited college or university. The total amount of educational incentive is capped at seven and a half percent (7.5%).

To qualify for educational incentives, employees must submit proof of degree to the Human Resources Director. These incentives are effective upon approval by the Human Resources Director, no sooner than the first full pay period following approval of this MOU; no retroactive educational increases will be paid.

H. Residency Stipend

Employees who maintain their legal residence within the corporate limits of the City of Salinas shall receive a monthly residency stipend payable on a biweekly basis. The stipend shall be \$200 per month.

I. PERS Retirement Program

1. Classic Employees

The City shall provide the PERS Police Public Safety Retirement Program 3% @ 50 benefit for employees hired before July 1, 2011. The City provides the 3% @ 55 formula for employees hired on or after July 1, 2011. Employees shall pay the employee share of nine (9%) percent.

PERS contributions contained in this paragraph shall be provided consistent with Government Code section 20516(f). Effective in the first full pay period following approval of this MOU or as soon as administratively feasible thereafter, each classic employee in the classifications of Police Sergeant and Police Commander shall contribute an additional two percent (2%) toward the employer contribution to his/her pension benefit. Effective January 2018, each classic employee in the classifications of Police Sergeant and Police Commander shall contribute an additional one percent (1%) toward the employer contribution to his/her pension benefit. Effective in the first full pay period of July 2018, classic employees in the classification of Deputy Chief shall contribute an additional three percent (3%) toward the employer contribution to his/her pension benefit.

2. New Members

The formulas above do not apply to persons who are defined as “new members” under the Public Employees’ Pension Reform Act of 2013 (“PEPRA”).

“New members” under PEPRA are subject to all applicable PEPRA provisions, including the 2.7% @ 57 formula. Each new member will contribute 50% of the

normal cost of his/her benefit as determined by CalPERS.

J. Longevity Pay

Effective January 20, 2025, employees who have attained ten (10) years of regular service with the City of Salinas Police Department shall receive a three percent (3%) longevity pay incentive.

Employees who have attained twenty (20) years of regular service with the City of Salinas Police Department shall receive a longevity pay incentive of an additional five (5%) percent base salary in recognition of their time in service for a total of eight percent (8%) in longevity pay.

No employee shall receive more than eight percent (8%) in longevity pay. Longevity pay is effective in the first full pay period following the employee's anniversary date.

K. Blood Donation

An employee may be granted paid release time of up to a maximum of one (1) hour for donating blood during scheduled hours of work. The length of the leave must be approved in advance by the supervisor. Approval or denial of this leave shall be within the sole discretion of the Department.

SECTION 8 – LEAVE PROVISIONS

A. Holidays

- | 1. Fixed Holidays | Date |
|-----------------------------|-----------------------------|
| New Year's Day | January 1 |
| Martin Luther King Birthday | Third Monday in January |
| Lincoln's Birthday | February 12 |
| Washington's Birthday | Third Monday in February |
| <u>Cesar Chavez Day</u> | <u>March 31</u> |
| Memorial Day | Last Monday in May |
| <u>Juneteenth</u> | <u>June 19</u> |
| Independence Day | July 4th |
| Labor Day | First Monday in September |
| Veteran's Day | November 11 |
| Thanksgiving Day | Fourth Thursday in November |
| Friday after Thanksgiving | Day after Thanksgiving |
| Christmas Eve | December 24 |
| Christmas Day | December 25 |
2. Every day appointed by the President or Governor for a public day of mourning, Thanksgiving, or holiday, when ratified by the Mayor or the Salinas City Council.

3. All holidays are calculated as eight (8) hours.
4. Holiday Pay: In recognition of the fact that employees assigned to patrol with rotating schedules are normally required to work on a fixed holiday because they work in positions that require scheduled staffing without regard to holidays, in lieu of receiving time off for fixed holidays, employees with rotating schedules will be paid eight (8) hours of pay for each of the fixed holidays listed above, as additional pay during the pay period in which the holiday falls. If an employee was scheduled to work on a holiday, the employee must use accrued annual leave or compensatory time off for any approved leave on the holiday.
5. Holiday Leave: Unit employees who are not normally required to work on a holiday (generally employees with non-patrol assignments, such as to the Detective Division, Personnel & Training, or Internal Affairs) are paid eight (8) hours of holiday leave at straight time for time off on each holiday listed above.

B. Annual Leave

Annual Leave shall be as provided in the Personnel Manual. Annual Leave accrues over the course of a year as follows:

1st through 5th year	176 hours per year
6th through 10th year	216 hours per year
11th through 15th year	232 hours per year
16th through 17th year	240 hours per year
18th through 19th year	248 hours per year
20th through 24th year	256 hours per year
25th year and later	264 hours per year

C. Bereavement Leave

An employee represented by the Association shall be entitled to four (4) days of leave with pay, plus one unpaid day (which may be compensated using annual leave), for the death of a family member. All provisions of the Personnel Manual regarding Bereavement Leave shall apply.

Family member includes:

Husband	Mother-in-Law
Wife	Father-in-Law
Father	Sister-in-Law
Mother	Brother-in-Law
Child	Legal Guardian
Brother	Step-Child
Sister	Step-Father
Grandparent	Step-Mother
Grandchild	Step-Mother-in-Law

D. Family & Medical Leave

In accordance with the California Family Rights Act and the federal Family and Medical Leave Act, the City of Salinas Family & Medical Leave Policy is detailed in the Administrative Memorandum 94-1, as revised.

SECTION 9 – WORKING CONDITIONS

A. Grievance/Disciplinary Action Appeal Procedure

The Grievance/Disciplinary Action Appeal Procedure for employees in this Unit is set forth in the Personnel Manual. No employee shall suffer retaliation resultant from use of this procedure.

B. Schedules

Personnel assigned to patrol are normally scheduled to work 10-hour and 40-minute shifts. The Chief of Police may authorize other schedules as appropriate, including a four-ten plan with four 10-hour days each week. The Police Chief has the right to change and implement work schedules for all unit personnel, consistent with the needs of the Salinas Police Department and the community subject to completing any legally required bargaining under the MMBA.

SECTION 10 – COMMITTEES

A. Safety Committee

The City and the Association shall cooperate in pursuing safe working practices. In the interest of increasing safety within City operations and consistent with existing City policy, the Association may appoint one (1) member to serve on any safety committee within the scope of Association representation. The rotation policy (six-month rotation, 1-year term) shall apply. Recommendations of the Safety Committee shall be referred to the City Manager for review and action if deemed appropriate by the City Manager.

B. Deferred Compensation Committee

The City's Deferred Compensation Committee may include one (1) employee designated by the Association. The designated employee must be a participant in the City's Deferred Compensation Program with Trust Deed Program investments.

SECTION 11 – TERM

The term of this Memorandum of Understanding shall commence January 1, 2025⁵², and shall expire December 31, 2025⁵⁴, except as otherwise provided in this Memorandum of Understanding. Proposals for change and/or renewal shall be submitted by October 1, 2025⁵⁴.

Dated _____

CITY OF SALINAS

By: René Mendez
City Manager

January 14th, 2025
Dated _____

SALINAS POLICE MANAGERS ASSOCIATION

By: Ruben Sanchez
President

DRAFT

Appendix A – Salary Schedule

PMA														
Benefit Group	Grade	Position	Step 1 Hourly	Step 1 Monthly	Step 2 Hourly	Step 2 Monthly	Step 3 Hourly	Step 3 Monthly	Step 4 Hourly	Step 4 Monthly	Step 5 Hourly	Step 5 Monthly	Step 6 Hourly	Step 6 Monthly
20	20.4001	Deputy Chief of Police	84.8528	14,708	89.0945	15,443	93.5551	16,216	98.2346	17,027	103.1467	17,879	108.3052	18,773
20	20.4006	Police Commander	78.8316	13,664	82.7753	14,348	86.9178	15,066	91.2589	15,818	95.8210	16,609	100.6180	17,440
20	20.4011	Police Sergeant	66.7722	11,574	70.1054	12,152	73.6150	12,760	77.2938	13,398	81.1640	14,068	85.2253	14,772

MEMORANDUM OF UNDERSTANDING
BETWEEN
THE CITY OF SALINAS
AND
THE POLICE MANAGERS ASSOCIATION

SECTION 1 – PREAMBLE

This Memorandum of Understanding is entered into by the City of Salinas (“City”) and the Police Managers Association (“Association”). This Memorandum of Understanding applies to all regular personnel in Job Classifications found in Appendix A attached hereto. This Memorandum of Understanding is subject to Sections 3500-3510 of the Government Code of the State of California otherwise known as the Meyers-Milias-Brown Act (“MMBA”), and the City of Salinas Charter and Municipal Code.

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The City agrees to act in accordance with the provisions of the Public Safety Officers Procedural Bill of Rights as currently provided in Government Code Sections 3300 et seq.

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The parties agree that this Memorandum of Understanding supersedes any past practice covered by this Memorandum of Understanding and any other prior written agreement agreed to by the parties not addressed in this Memorandum of Understanding.

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The City and the Association will cooperate in pursuing a policy of no discrimination. Unit employees shall have the right to form, join and participate in the activities of employee organizations of their own choosing for the purpose of representation on all matters of employer-employee relations including wages, hours, and other terms and conditions of employment. No such employee shall be interfered with, restrained, coerced or discriminated against by the City or the Association because of his/her exercise of the rights established by law.

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Pursuant to Sections 3500-3510 of the Government Code of the State of California, and Chapter 25, Section 34 of the Salinas Municipal Code, the City has certified the Association as the recognized employee organization for full-time regular employees assigned to certain classifications designated in Appendix A (“Unit”).

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The City agrees to continue to allow dues and other mutually agreed upon payroll deductions to be deducted from the pay of employees who voluntarily authorized such deductions in writing on a form provided by the Association. Such deductions shall be made in a lump sum on a monthly basis and shall be so remitted to the Association. The City shall not deny consent for reasonable payroll deductions, nor shall the Association unreasonably request payroll deductions.

The Association shall indemnify and defend and hold the City of Salinas harmless against any claims made and against any suit instituted against the City of Salinas on account of collection of Association dues and other mutually agreed upon payroll deductions. In addition, the Association shall refund to the City of Salinas any amounts paid to it in error.

SECTION 6 – PAY RATES AND PRACTICES

A. Wages

Effective January 20, 2025, eligible Unit members will receive a 4% salary adjustment.

B. Bilingual Premium

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The City has established two (2) categories of special assignment pay.

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2. Special Assignment Pay While Performing Additional Responsibilities. An employee who is assigned by the Police Chief a significant increase in duties and responsibility in his/her classification may receive a ten percent (10%) special assignment pay. Such pay is authorized on recommendation of the Chief of Police with approval of the Human Resources Director. It may be paid for special assignments of not less than two (2) weeks nor more than three (3) months duration. The City Manager may approve additional special assignment pay beyond three (3) months for exceptionally difficult long-range assignments.

Consistent with Government Code section 20480, an out-of-class appointment to an upgraded position or higher classification during recruitment for a vacant position shall not exceed a total of 960 hours in each fiscal year.

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1. Consistent with current practice, employees in the rank of Sergeant who work beyond their normal shift schedule shall be compensated at time and one-half (1½) for the excess hours worked.
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2. If one (1) officer makes two (2) or more court appearances in one (1) day and these appearances are:
 - a. Scheduled at least four (4) hours apart, the officer shall receive not less than four (4) hours pay at time and one half (1½) for each appearance.
 - b. Scheduled less than four (4) hours apart, the officer shall be compensated for a minimum of four (4) hours pay at time and one half (1½) or time and one half (1½) for all hours in court, whichever is greater. This includes all subpoenas

within the four (4) hour time period with the overtime period commencing at the appearance time of the earliest subpoena. Court compensation will be no more than eight (8) hours per day (two (2)-four (4) hour minimums) unless more hours are actually worked. In no case will there be double compensation for overlapping hours.

3. If a court appearance is scheduled within two (2) hours of the beginning of the officer's shift, compensation shall be as follows:
 - a. Time and one half for hours from end of shift through the completion of the court appearance, (example: If the officer ends his/her shift at 0800 hours (8:00 a.m.) and has court from 0830 hours (8:30 a.m.) to 0900 hours (9:00 a.m.) = 1 hour, 1000 hours (10:00 a.m.) to 1045 hours (10:45 a.m.) = four (4) hours)
 - OR,
 - b. Time and one half (1½) for hours from time of subpoena until beginning of shift, (example: 1445 hours (2:45 p.m.) to 1700 hours (5:00 p.m.) = four (4) hours; 1500 hours (3:00 p.m.) to 1700 hours (5:00 p.m.) = two (2) hours, if the officer starts his/her shift at 1700 hours).
4. The Department shall by 1800 hours (6:00 p.m.) of the preceding court day have available in the Watch Commander's office a list of those officers whose court appearances have been canceled for the next court day. It is the responsibility of the subpoenaed officer to check the status of any subpoena, as provided in the Salinas Police Department Policy Manual, after 1800 hours (6:00 p.m.) on the prior court day to ascertain if a court appearance has been canceled.

No compensation shall be given for a properly canceled court appearance.

In the event of a court cancellation entered into the City notification systems after 6:00 p.m. on the preceding day but before 5:00 a.m. on the court day, the officer shall receive a two (2) hour minimum at straight time.

In the event of a court cancellation entered into the City notification systems at or after 5:00 a.m. on the court day, the officer shall receive the four (4) hour minimum set forth in Paragraph 1, above, if not otherwise scheduled to work during the time of the cancelled appearance. The applicable court pay is determined by when the cancellation is entered into the City notification system, not the time the officer checks the system.

5. At their option, employees may choose to work in the Police Department during court lunch breaks if they are required to return to court after the court lunch break. This is contingent on the Watch Commander having a work assignment for the officer. If this be the case, the officer must have the Watch Commander sign the subpoena forms indicating such assignment.

F. Night Shift Differential

Night shift differential at the rate of \$23.45 per shift shall be paid to employees who are routinely and consistently scheduled to be on duty at midnight. Being on duty at midnight includes employees whose shift either ends or begins at midnight. No night shift differential will be paid for overtime hours worked.

G. Emergency Callback

Police Commanders shall be eligible for emergency callback overtime. Emergency callback overtime shall be compensated at time and one-half (1½), up to a maximum of ten (10) hours or ten (10) hours and forty (40) minutes (depending on assigned schedule) per incident, subject to a minimum overtime callback of two (2) hours (three hours compensation).

H. Compensatory Time Accrual

The maximum compensatory time accrual for employees represented by the Police Management Association shall be 120 hours. Comp time accrual is limited to overtime worked covering regular shifts; it does not accrue for working special events or grant-funded activities or other situations for which the City may seek reimbursement and does not accrue for holiday pay.

I. Investigations Supervisor On-Call Pay

On-call pay of \$5.00 per hour shall be provided to the Investigations Supervisor as assigned by the Division Commander. The on-call compensation shall commence at the conclusion of the employee's work shift.

SECTION 7 – BENEFITS

A. Health, Dental, and Vision Plan Benefit

The City shall contribute toward the health premiums for coverage under the Peace Officers Research Association of California (PORAC) plan or another City-sponsored PERS plan of the employee's choice, for which the employee is eligible, as described below.

Continuing through December 2025, the City shall contribute an amount toward monthly health benefit premiums for Unit employees equal to 95% of the PORAC premium for the level of coverage the employee has selected, up to a maximum of 95% of the cost of the premium for the PERS Platinum plan.

Effective in January 2026, the City shall contribute an amount toward monthly health benefit premiums for Unit employees equal to 94% of the premium for the level of coverage the employee has selected, up to a maximum of 94% of the cost of the premium for the PORAC plan.

The employee shall pay for premium costs above the City's contribution through payroll deductions.

The City will continue with the full amount of premiums for current supplementary dental and vision plans available to City employees and eligible dependents throughout the term of this MOU.

Employees enrolled in the City's medical program under the California Public Employees' Medical and Hospital Care Act ("PEMHCA") receive a contribution by the City equal to the statutory minimum monthly contribution under PEMHCA. The City contribution amounts described above shall include the PEMHCA statutory minimum contribution.

In the event that new legal requirements of the Affordable Care Act (ACA) are effective during the term of this MOU, the parties agree to re-open on the limited subject of achieving legal compliance with the ACA.

B. Retiree Medical Benefit

Unit members who retire from the City and qualify as "annuitants" under PEMHCA are enrolled by CalPERS in the applicable group health plan as a retiree. As required by applicable law, annuitants must enroll in Medicare at age 65 or as soon as they become eligible.

The City will pay (1) the PEMHCA minimum contribution for annuitants, and (2) twenty-five (25%) percent or \$100 per month (whichever is less) for reimbursement of the medical insurance premium for employees retiring from the City who qualify as annuitants and who have been employed with the Salinas Police Department since before July 1, 2019, subject to proof of premium payment by annuitants. The City payment of the additional benefit beyond the PEMHCA minimum contribution shall be discontinued when the employee becomes eligible for Medicare coverage or after ten (10) years, whichever is sooner.

During the term of this MOU, the City will administer employee contributions to the PORAC Retiree Medical Trust at the request of the Association. The parties agree that this will be an employee-funded benefit at no expense to the City.

C. Long Term Disability

The City shall contribute to the City sponsored Long Term Disability Plan the full cost of the 60% - no maximum monthly benefit program.

D. Life Insurance

The City shall provide term life insurance in an amount equal to the employee's base salary, up to \$150,000, for each regular employee represented in the Unit.

E. Tuition Reimbursement

An employee shall be allowed up to five hundred dollars (\$500) per fiscal year for eligible educational expenses upon successful completion of an approved academic course of study and/or individual course of study approved by the Chief of Police and the Human Resources Director. Eligible expenses are defined as costs for classes which meet the following criteria:

- Approval is obtained prior to attending class
- Are directly related to an employee's job duties
- Receive college units, POST training credit, CEU credit, or are offered/presented by a bona fide, recognized firm or institution with direct knowledge of an experience in the curriculum offered
- For which class and study time is outside of the employee's work hours
- For which successful completion (academic grade of C or better or a certificate of completion) is provided. Reimbursement will not be made without such documentation.
- Reimbursement for training classes, seminars and workshops which are not part of an academic course of study is limited to the cost of registration only. Expenses for lodging, meals, travel and other related expenses are not reimbursable under this program.
- Expenses for books, class fees, and/or class supplies for college classes which are part of an academic course of study will be eligible for reimbursement under this program.

F. Uniform Allowance

The City shall pay twelve hundred dollars (\$1200) per calendar year for uniform replacement and maintenance. The uniform allowance shall be paid at the rate of one hundred (\$100) per month.

G. Educational Incentive

1. An educational incentive in the amount of two and a half percent (2.5%) of base pay will be paid to a Unit member with an associate's degree (AA/AS) from an accredited college or university. The AA/AS educational incentive does not stack or carry forward; it is not paid in addition to the educational incentives described below.
2. An educational incentive in the amount of five percent (5%) of base pay will be paid to a Unit member with a bachelor's degree (BA/BS) from an accredited college or university. The BA/BS educational incentive does not stack or carry forward; it is not paid in addition to the educational incentive described below.

3. An educational incentive in the amount of seven and a half percent (7.5%) of base pay will be paid to a Unit member who holds a graduate degree (MA/MS/JD) from an accredited college or university. The total amount of educational incentive is capped at seven and a half percent (7.5%).

To qualify for educational incentives, employees must submit proof of degree to the Human Resources Director. These incentives are effective upon approval by the Human Resources Director, no sooner than the first full pay period following approval of this MOU; no retroactive educational increases will be paid.

H. Residency Stipend

Employees who maintain their legal residence within the corporate limits of the City of Salinas shall receive a monthly residency stipend payable on a biweekly basis. The stipend shall be \$200 per month.

I. PERS Retirement Program

1. Classic Employees

The City shall provide the PERS Police Public Safety Retirement Program 3% @ 50 benefit for employees hired before July 1, 2011. The City provides the 3% @ 55 formula for employees hired on or after July 1, 2011. Employees shall pay the employee share of nine (9%) percent.

PERS contributions contained in this paragraph shall be provided consistent with Government Code section 20516(f). Effective in the first full pay period following approval of this MOU or as soon as administratively feasible thereafter, each classic employee in the classifications of Police Sergeant and Police Commander shall contribute an additional two percent (2%) toward the employer contribution to his/her pension benefit. Effective January 2018, each classic employee in the classifications of Police Sergeant and Police Commander shall contribute an additional one percent (1%) toward the employer contribution to his/her pension benefit. Effective in the first full pay period of July 2018, classic employees in the classification of Deputy Chief shall contribute an additional three percent (3%) toward the employer contribution to his/her pension benefit.

2. New Members

The formulas above do not apply to persons who are defined as “new members” under the Public Employees’ Pension Reform Act of 2013 (“PEPRA”).

“New members” under PEPRA are subject to all applicable PEPRA provisions, including the 2.7% @ 57 formula. Each new member will contribute 50% of the normal cost of his/her benefit as determined by CalPERS.

J. Longevity Pay

Effective January 20, 2025, employees who have attained ten (10) years of regular service with the City of Salinas Police Department shall receive a three percent (3%) longevity pay incentive.

Employees who have attained twenty (20) years of regular service with the City of Salinas Police Department shall receive a longevity pay incentive of an additional five (5%) percent base salary in recognition of their time in service for a total of eight percent (8%) in longevity pay.

No employee shall receive more than eight percent (8%) in longevity pay. Longevity pay is effective in the first full pay period following the employee's anniversary date.

K. Blood Donation

An employee may be granted paid release time of up to a maximum of one (1) hour for donating blood during scheduled hours of work. The length of the leave must be approved in advance by the supervisor. Approval or denial of this leave shall be within the sole discretion of the Department.

SECTION 8 – LEAVE PROVISIONS

A. Holidays

- | 1. Fixed Holidays | Date |
|-----------------------------|-----------------------------|
| New Year's Day | January 1 |
| Martin Luther King Birthday | Third Monday in January |
| Lincoln's Birthday | February 12 |
| Washington's Birthday | Third Monday in February |
| Cesar Chavez Day | March 31 |
| Memorial Day | Last Monday in May |
| Juneteenth | June 19 |
| Independence Day | July 4th |
| Labor Day | First Monday in September |
| Veteran's Day | November 11 |
| Thanksgiving Day | Fourth Thursday in November |
| Friday after Thanksgiving | Day after Thanksgiving |
| Christmas Eve | December 24 |
| Christmas Day | December 25 |
2. Every day appointed by the President or Governor for a public day of mourning, Thanksgiving, or holiday, when ratified by the Mayor or the Salinas City Council.
3. All holidays are calculated as eight (8) hours.

4. **Holiday Pay:** In recognition of the fact that employees assigned to patrol with rotating schedules are normally required to work on a fixed holiday because they work in positions that require scheduled staffing without regard to holidays, in lieu of receiving time off for fixed holidays, employees with rotating schedules will be paid eight (8) hours of pay for each of the fixed holidays listed above, as additional pay during the pay period in which the holiday falls. If an employee was scheduled to work on a holiday, the employee must use accrued annual leave or compensatory time off for any approved leave on the holiday.
5. **Holiday Leave:** Unit employees who are not normally required to work on a holiday (generally employees with non-patrol assignments, such as to the Detective Division, Personnel & Training, or Internal Affairs) are paid eight (8) hours of holiday leave at straight time for time off on each holiday listed above.

B. Annual Leave

Annual Leave shall be as provided in the Personnel Manual. Annual Leave accrues over the course of a year as follows:

1st through 5th year	176 hours per year
6th through 10th year	216 hours per year
11th through 15th year	232 hours per year
16th through 17th year	240 hours per year
18th through 19th year	248 hours per year
20th through 24th year	256 hours per year
25th year and later	264 hours per year

C. Bereavement Leave

An employee represented by the Association shall be entitled to four (4) days of leave with pay, plus one unpaid day (which may be compensated using annual leave), for the death of a family member. All provisions of the Personnel Manual regarding Bereavement Leave shall apply.

Family member includes:

Husband	Mother-in-Law
Wife	Father-in-Law
Father	Sister-in-Law
Mother	Brother-in-Law
Child	Legal Guardian
Brother	Step-Child
Sister	Step-Father
Grandparent	Step-Mother
Grandchild	Step-Mother-in-Law
Step-Father-in-Law	Registered Domestic Partner

D. Family & Medical Leave

In accordance with the California Family Rights Act and the federal Family and Medical Leave Act, the City of Salinas Family & Medical Leave Policy is detailed in the Administrative Memorandum 94-1, as revised.

SECTION 9 – WORKING CONDITIONS

A. Grievance/Disciplinary Action Appeal Procedure

The Grievance/Disciplinary Action Appeal Procedure for employees in this Unit is set forth in the Personnel Manual. No employee shall suffer retaliation resultant from use of this procedure.

B. Schedules

Personnel assigned to patrol are normally scheduled to work 10-hour and 40-minute shifts. The Chief of Police may authorize other schedules as appropriate, including a four-ten plan with four 10-hour days each week. The Police Chief has the right to change and implement work schedules for all unit personnel, consistent with the needs of the Salinas Police Department and the community subject to completing any legally required bargaining under the MMBA.

SECTION 10 – COMMITTEES

A. Safety Committee

The City and the Association shall cooperate in pursuing safe working practices. In the interest of increasing safety within City operations and consistent with existing City policy, the Association may appoint one (1) member to serve on any safety committee within the scope of Association representation. The rotation policy (six-month rotation, 1-year term) shall apply. Recommendations of the Safety Committee shall be referred to the City Manager for review and action if deemed appropriate by the City Manager.

B. Deferred Compensation Committee

The City's Deferred Compensation Committee may include one (1) employee designated by the Association. The designated employee must be a participant in the City's Deferred Compensation Program with Trust Deed Program investments.

SECTION 11 – TERM

The term of this Memorandum of Understanding shall commence January 1, 2025, and shall expire December 31, 2025, except as otherwise provided in this Memorandum of Understanding. Proposals for change and/or renewal shall be submitted by October 1, 2025.

Dated _____

CITY OF SALINAS

By: René Mendez
City Manager

Dated _____

SALINAS POLICE MANAGERS ASSOCIATION

By: Ruben Sanchez
President

Appendix A – Salary Schedule

PMA														
Benefit			Step 1	Step 1	Step 2	Step 2	Step 3	Step 3	Step 4	Step 4	Step 5	Step 5	Step 6	Step 6
Group	Grade	Position	Hourly	Monthly	Hourly	Monthly	Hourly	Monthly	Hourly	Monthly	Hourly	Monthly	Hourly	Monthly
20	20.4001	Deputy Chief of Police	84.8528	14,708	89.0945	15,443	93.5551	16,216	98.2346	17,027	103.1467	17,879	108.3052	18,773
20	20.4006	Police Commander	78.8316	13,664	82.7753	14,348	86.9178	15,066	91.2589	15,818	95.8210	16,609	100.6180	17,440
20	20.4011	Police Sergeant	66.7722	11,574	70.1054	12,152	73.6150	12,760	77.2938	13,398	81.1640	14,068	85.2253	14,772



Legislation Text

File #: ID#24-725, Version: 1

2024 Engineering and Traffic Survey for Speed Limits

Approve a Resolution to establish speed limits as recommended by the 2024 Engineering and Traffic Survey for Speed Limits.



CITY OF SALINAS

COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS

FROM: DAVID JACOBS, P.E., L.S., PUBLIC WORKS DIRECTOR

BY: JONATHAN HERNANDEZ, JUNIOR ENGINEER
ADRIANA ROBLES, PE, CFM, CITY ENGINEER

TITLE: 2024 ENGINEERING AND TRAFFIC SURVEY FOR SPEED LIMITS

RECOMMENDED MOTION:

A motion to approve a Resolution establishing speed limits as recommended by the 2024 Engineering and Traffic Survey for Speed Limits.

EXECUTIVE SUMMARY:

In California, an engineering and traffic survey (E&TS) is the tool used to establish a speed limit with surveys updated every 5-7 years and may be extended up to 10 years. Normally the speed limit is set at the closest 5 mph increment of the 85th percentile speed calculated through the E&TS but a single 5 mph reduction is permitted based on roadway conditions and constraints.

Traditionally, speed limits set further below the 5-mph reduction were not allowed as they would create a Speed Trap which would result in an inability of law enforcement to enforce the roadway with radar per the California Vehicle Code (CVC). This practice changed in July 2024 based on the California Assembly Bill 43-Traffic Safety (AB 43) which allows speed limit establishment to also consider “vulnerable roadway users” and “safety corridors” defined by a local agency. In essence, the new practice eliminates the current Speed Trap rule allowing agencies to establish speed limits based on policy direction.

Considering this, staff recommended to City Council in the 2023 Engineering and Traffic Survey for Speed Limits that three (3) roadway segments (Sherwood Drive, Skyway Boulevard, and Work Street) be resurveyed following the implementation of AB 43 which would allow the current posted speed limit to be reduced or retained, otherwise it would have resulted in an increase of the posted speed limit. City Council approved Resolution No. 22835 as recommended by staff on November 7, 2023 (Attachment 4). This report summarizes the findings of the E&TS that staff resurveyed for these three (3) roadway segments.

BACKGROUND:

The regular analysis and establishment of speed limits on roadways ensures compliance with the Uniform Vehicle Code (UVC) established by the National Committee on Uniform Traffic Laws and Ordinances.

Engineering & Traffic Survey (Speed Survey) Process

In California, the use of speed surveys is defined by the California Vehicle Code (CVC) and the methodology defined by the Manual on Uniform Traffic Control Devices (MUTCD). Speed surveys are currently established using the 85th Percentile Method defined within the MUTCD and involves taking an indiscriminate sample data set during normal traffic conditions to calculate the 85th percentile speed of the roadway and then setting the speed limit to the closest 5-mph increment of the calculated 85th percentile speed. A further 5-mph reduction is permitted based on roadway conditions and constraints. The CVC further clarifies that if a valid speed survey is not available or if a speed limit is set below that practice that a Speed Trap is established (CVC 40802) limiting the use of radar enforcement on that roadway segment.

For example, a roadway segment with a measured 85th percentile speed of 37 mph would be rounded down to have a recommended speed limit of 35 mph. A 5-mph reduction to 30 mph is permitted based on geometric constraints such as horizontal or vertical curves that limit roadway visibility or non-visible constraints such as the roadway serving as a suggested route to school or a portion of an identified bicycle network resulting in a higher-than-normal pedestrian or bicycle activity. If this same roadway segment were signed at 25 mph, it would be considered a Speed Trap and radar enforcement would not be admissible.

California Assembly Bill 43 - Traffic Safety (AB 43) removed the current Speed Trap limitation by allowing local agencies to set speed limits based on policy direction. Speed surveys can take into consideration vulnerable roadway users (i.e., students, disabled persons, bicyclists) into consideration to allow lower speed limits than those calculated by the 85th percentile method. The establishment of a Safety Corridor by the local agency is required to allow for the reduced speed limit to take effect.

Salinas Engineering & Traffic Surveys

In 2023, Public Works staff identified three (3) roadway segments to be resurveyed following the implementation of AB 43. Staff identified these roadway segments as “safety corridors” due to the presence of schools, pedestrian facilities, and bicycle facilities. Increasing the posted speed limit on these roadway segments would decrease the safety of vulnerable roadway users such as students, pedestrians, and bicyclists. As a result of the resurvey, retention of the current posted speed limit is recommended for all three roadways segments surveyed. See Table 1 below.

Table 1: 2024 Engineering & Traffic Survey (Speed Survey) Study Findings

Street Segment	Speed Survey Study Limits	Speed Limit		AB43 Study Methodology Required
		Existing	Proposed	
Sherwood Drive	East Market Street to East Bernal Drive	40	40	X
Skyway Boulevard	Airport Boulevard to East Alisal Street	35	35	-
Work Street	East Alisal Street to South Sanborn Road	35	35	X

Why not keep the existing speed limit signs arbitrarily low to slow the speed of traffic?

It is important to point out that under current state law, it is not permitted to set arbitrarily low speed limits that do not align with measured speed limits. As mentioned above, this results in Speed Traps that limit the use of radar enforcement by law enforcement which in turn may result in higher vehicle speeds. However, following implementation of AB 43 further reductions in roadway speed limits are permitted following additional study to determine if vulnerable roadway users may benefit from the establishment of Safety Corridors by the City Council.

Traffic and Transportation Commission Hearing

The recommendation for the establishment of the 2024 Engineering and Traffic Survey for Speed Limits was presented to the Traffic and Transportation Commission at its December 12, 2024, meeting. The Commission voted (3-0) to recommend City Council approve a Resolution to establish the 2024 Engineering and Traffic Survey for Speed Limits. At this meeting, three out of the five appointed members were present, there are currently two vacancies in the Commission for Districts 1 and 4.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

No.

STRATEGIC PLAN INITIATIVE:

The establishment of legitimate speed limits support the City Council's goal of "Public Safety".

DEPARTMENTAL COORDINATION:

The Public Works Department survey, recommend, and monitor posted speed limits. Established speed zones allow the Salinas Police Department to enforce posted speed limits. Public Works provides the Police Department and the Traffic Court with updates and changes to the established speed limits for proper enforcement.

FISCAL AND SUSTAINABILITY IMPACT:

There is no fiscal and sustainability impact. The posted speed limits for all three (3) roadway segments will be retained, therefore, there is no need for replacement of existing speed limit signs.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action (Date, Resolution)
N/A	N/A	N/A	N/A	N/A	N/A	N/A

ATTACHMENTS:

Resolution

Attachment 1: 2024 Engineering and Traffic Survey for Speed Limits Technical Report

Attachment 2: FHWA Functional Classification Maps

Attachment 3: Speed Limit Informational Brochure

Attachment 4: Resolution No. 22835

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING THE
ESTABLISHMENT OF SPEED LIMITS AS RECOMMENDED BY THE 2024
ENGINEERING AND TRAFFIC SURVEY FOR SPEED LIMITS**

WHEREAS, in accordance with California Vehicle Code Sections 22357 and 22358, local municipalities have the power to increase or decrease prima facie speed limits for local streets; and

WHEREAS, in accordance with California Vehicle Code Section 40802 and provisions of the California Manual on Uniform Traffic Control Devices (MUTCD), Engineering and Traffic Surveys must be performed on those local streets every five to seven years when the use of radar or other electronic devices which measure the speed of moving objects are utilized to enforce the prima facie speed limits for those streets; and

WHEREAS, existing law defines a speed trap and prohibits evidence of a driver's speed obtained through a speed trap from being admissible in court in any prosecution against a driver for a speed-related offense; and

WHEREAS, existing law deems a road where the speed limit is not justified by a traffic and engineering survey conducted within the previous 7 years to be a speed trap, unless the roadway has been evaluated by a registered engineer in which case the speed limit remains enforceable for a period of 10 years. Existing law exempts a school zone from certain provisions relating to defining a speed trap; and

WHEREAS, effective July 1, 2024, the State of California, through Assembly Bill 43, granted local jurisdictions the authority to retain or reduce speed limits a maximum of 5 mph below the current posted speed limit without creating a speed trap following an engineering and traffic survey evaluated by a registered engineer; and

WHEREAS, the results of the 2024 Engineering and Traffic Survey for Speed Limits conform to the requirements of the Vehicle Code; and

WHEREAS, City staff has concluded those speed limits set forth in the 2024 Engineering and Traffic Survey for Speed Limits attached hereto are justified for their associated street segments in that they are found to be most appropriate to facilitate the orderly movement of vehicular traffic and are reasonable and safe for those street segments; and

WHEREAS, at its December 12, 2024 meeting, the Traffic and Transportation Commission voted (3-0) to recommend to City Council the establishment of the 2024 Engineering and Traffic Survey for Speed Limits; and

WHEREAS, the City of Salinas has determined that the establishment of the 2024 Engineering and Traffic Survey for Speed Limits is exempt from the California Environmental Quality Act (CEQA) Guidelines (Section 15301, Class 1). The proposed action has no potential

to cause any effect on the environment and does not cause a direct or foreseeable indirect physical change on or in the environment.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the establishment of the 2024 Engineering and Traffic Survey for Speed Limits; and

BE IT FURTHER RESOLVED that City staff is hereby authorized and directed to proceed with the establishment of the 2024 Engineering and Traffic Survey for Speed Limits to fully effectuate the intent of this Resolution.

PASSED AND APPROVED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk



City of Salinas

PUBLIC WORKS DEPARTMENT • 200 Lincoln Ave • Salinas, California

93901 (831) 758-7241 • (831) 758-7935 (Fax) • www.ci.salinas.ca.us

2024 Engineering and Traffic Survey For Speed Limits Technical Report

PREPARED BY:

City of Salinas

Public Works Department

Traffic and Transportation Division

200 Lincoln Avenue

Salinas, CA 93901



City of Salinas

PUBLIC WORKS DEPARTMENT • 200 Lincoln Ave • Salinas, California

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CERTIFICATION

I, Jaime O. Rodriguez, do hereby certify that this Engineering and Traffic Survey for the City of Salinas was performed under my supervision. I certify that I am experienced in performing surveys of this type and duly registered in the State of California as a Traffic Engineer.



Jaime O. Rodriguez, T.E.
Traffic Engineer

INTRODUCTION:

The 2024 Engineering and Traffic (E&T) Surveys in the City of Salinas fulfills California Vehicle Code (CVC) Sections 22357 and 22358, which require local agencies to follow certain procedures established by the State of California. The E&T Surveys are intended to serve as the basis for establishing and enforcing the speed limits for specific streets in the City. The work herein by the City Traffic and Transportation Engineering Division staff, in accordance with the California CVC Section 40802, reviews the established speed limit sections to determine whether changes in existing conditions have occurred which may require adjusting the posted speed limit.

Engineering and Traffic Surveys for speed limits are regularly conducted once every five (5) years by governing municipalities for the purpose of complying with Section 40802 of the CVC and the national Uniform Vehicle Code. E&T Surveys may be extended to every seven (7) years if the arresting officer has completed device training and the device has been recently calibrated. E&T Surveys may be extended every ten (10) years if a registered engineer evaluates the section of the highway and determines that no significant changes in roadway or surrounding land uses have occurred as specified in the CVC. An E&T Survey should be conducted on new roadways or where traffic conditions have changed significantly.

The California Manual on Uniform Traffic Control Devices (CA-MUTCD), as required under CVC 21400, defines standards for posting speed limits that rely upon collecting speed data in the field to determine the 85th percentile speed, which is subsequently rounded upward or downward to the nearest 5 mile per hour increment. The CA-MUTCD allows for options to further reduce the speed limit. Additionally, local authorities are allowed to further reduce speed limits to consider the safety of vulnerable pedestrians under Assembly Bill No. 43. That methodology was applied to two (2) of the three (3) segments. **Table 1: Engineering and Traffic Survey Summary** summarizes the findings and recommendations for speed limits on those segments. The results of the E&T Surveys will be valid until 2029, see Table 1 for details, unless extended through additional criteria.

METHODOLOGY:

On January 1, 2012, CVC 21400(b) became effective requiring the California, Department of Transportation (Caltrans) to revise the CA-MUTCD so that speed limits are based on field-collected speed data. A spot speed survey that typically consists of measuring vehicle speeds with an electronic device, most commonly a radar speed detector. Traffic traveling at free-flow speeds in each direction for a two-way street is collected and compiled to create a data set. The most significant data point collected is the 85th percentile speed, which is the speed at or below which 85 percent of motor vehicles travel. The 85th percentile speed is the industry standard data point which typically represents one standard deviation above the average speed and establishes the upper limit of what is considered reasonable and prudent. The reason that speed limit areas are established and posted is to guard reasonable drivers from the unreasonable behavior of a reckless or otherwise dangerous drivers. As with other laws, speed limits are established based on the consensus of the majority of those who drive a section of roadway as to what speed is reasonable and safe.

As specified in the California MUTCD Section 2B.13, the posted speed limit “shall be established at the nearest 5 mph increment of the 85th percentile speed of free-flowing traffic.” Additionally, the MUTCD allows the posted speed limit to be lowered by no more than 5 mph from a rounded speed, using one of two options that depend on whether the 85th percentile speed has been rounded down or up. The options may be applied as follows:

1. MUTCD Section 2B.13 states, “The posted speed may be reduced by 5 mph from the nearest 5-mph increment of the 85th percentile speed, in compliance with CVC Sections 627 and 22358.5.” The cited CVC Section 627 defines an E&T survey that is required to consider prevailing speeds, accident records, and conditions not readily apparent to the driver, and optionally consider residential density as well as pedestrian and bicycle safety. According to the MUTCD, this option requires documentation of an E&T Survey that “shall document in writing the conditions and justification for the lower speed limit and be approved by a registered Civil or Traffic Engineer.” The basis for a speed limit that is more than 5 mph lower than the 85th percentile speed is something other than prevailing speeds. In regard to conditions not readily apparent to the driver, CVC 22358 states that “physical conditions such as width, curvature, grade and surface conditions, or any other condition readily apparent to a driver, in the absence of other factors, would not require special downward speed zoning.”

2. MUTCD Section 2B.13 12a also states “For cases in which the nearest 5-mph increment of the 85th percentile speed would require a rounding up, then the speed limit may be rounded down to the nearest 5-mph increment below the 85th percentile speed, if no further reduction is used.” An Option 2 round-down, which became available when CVC Section 21400(b) went into effect January 1, 2012, requires no E&T Survey to post the speed limit sign. The E&T Survey is required nevertheless, however, to allow radar or similar devices to be used for enforcement.

Neither the Vehicle Code nor the MUTCD provide much specific guidance regarding accident data or pedestrian or bicycle safety. In contrast, CVC 627(c)(1) provides specific guidance on residential density. Many residential neighborhoods in Salinas meet the density threshold of 16 separate dwelling houses or business structures per quarter mile. The statute does not apply to roads within a business district.

While the California MUTCD allows two options for lowering the posted speed, it has no provision for raising the speed limit above the nearest 5-mph increment of the 85th percentile speed.

SUMMARY OF RECOMMENDATIONS:

The results of the Engineering and Traffic Survey for three (3) roadway sections are listed in **Table 1: Engineering and Traffic Survey Summary:**

Engineering and Traffic Surveys Expiring 2029:

Unchanged

69) Sherwood Drive between East Market Street and East Bernal Drive – This segment of Sherwood Drive is classified as a major arterial in the City of Salinas General Plan. The surrounding land use includes agricultural areas, backing residential homes, general commercial areas, and schools. Speed data collected August 12, 2024 revealed the 85th percentile speed of 48 mph. The 10 mph pace ranges from 41 mph to 50 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, the prevailing speeds rounded up and reduced by 5 mph per MUTCD option 2, and following the implementation of Assembly Bill No. 43, authorizing local authority to further reduce speed limits, the existing posted speed limit of 40 mph should be retained.

87) Skyway Boulevard between Airport Boulevard and East Alisal Street – This segment of Skyway Boulevard is classified as a minor arterial in the City of Salinas General Plan. The surrounding land use includes a private golf course and a municipal airport. Speed data collected August 14, 2024 revealed the 85th percentile speed of 42 mph. The 10 mph pace ranges from 36 mph to 45 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, and the prevailing speeds rounded down and reduced by 5 mph per MUTCD option 1, the existing posted speed limit of 35 mph should be retained.

88) Work Street between East Alisal Street and South Sanborn Road - This segment of Work Street is classified as a minor arterial in the City of Salinas General Plan. The surrounding land use includes industrial and commercial areas. Speed data collected August 14, 2024 revealed the 85th percentile speed of 44 mph. The 10 mph pace ranges from 36 mph to 45 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, the prevailing speeds rounded up and reduced by 5 mph per MUTCD option 2, and following the implementation of Assembly Bill No. 43, authorizing local authority to further reduce speed limits, the existing posted speed limit of 35 mph should be retained.

CONCLUSIONS:

The Engineering and Traffic Surveys contained in **Appendix A** of this report are intended to establish and justify posted speed limits that can be enforced by radar. The posted speed limits advise the motorist and enforcement agencies of speeds considered reasonable for a particular section of highway for prevailing conditions. The posted speed limits are not absolute maximums, but rather prima facie speed limits for which violations would be cited under the Basic Speed Law (Section 22350 of the CVC). CVC 22350 states that a person shall not drive a vehicle at a speed greater than is safe, having regard for traffic, roadway, and weather conditions. A prima facie limit merely suggests a safe speed under normal conditions.

Table 1: Engineering and Traffic Survey Summary

No.	Street	Segment	Existing Speed Limit (mph)	85 th -Percentile Speed (mph)			MUTCD Applied Reduction Option	Survey Expiration
				Measured	Rounded	Recommended		
69	Sherwood Drive	East Market Street to East Bernal Drive	40	48	50	40	2	08/12/2029
87	Skyway Boulevard	Airport Boulevard East Alisal Street	35	42	40	35	1	08/14/2029
88	Work Street	East Alisal Street to South Sanborn Road	35	44	45	35	2	08/14/2029

COLLISION HISTORY

The Engineering and Traffic Survey forms summarize the available collision information for each of the street segments. The collision information was obtained from the City of Salinas from January 1, 2021 to December 31, 2022. For this analysis, only collisions during the 2-year period between January 1, 2021 to December 31, 2022 were considered. The collisions were reviewed and only corridor related collisions, those not related to signalized intersections, were summarized for each segment. Based on the number of total collisions studied over the 2-year period and average daily traffic (ADT) counts, a collision rate was calculated for each segment. The collision rates for each segment were compared to the statewide average rate listed in the 2021 Collision Data on California State Highways, to provide a general comparison of the collision rates on the segments to expected collisions rates for similar types of roadways, shown in **Table 2: Collision Rate Summary**.

Lane Type	Total Statewide Urban Collision Rate (2019, 2020, 2021) (Total per million vehicle miles)
2 and 3 lane	1.11
4+ lanes (undivided)	1.39
4+ lanes (divided)	1.04

Table 2: Collision Rate Summary








No.	STREET	SEGMENT	Existing Facility	Length (mi)	AADT	Collisions (2 years) (2021-2022)	Collision Rate (Acc./MVM)	Statewide Collision Rate (Acc./MVM)
69	Sherwood Drive	East Market Street to East Bernal Drive	4+ Lanes (Undivided)	1.06	13,732	15	1.41	1.39
87	Skyway Boulevard	Airport Boulevard to East Alisal Street	4+ Lanes (Undivided)	0.44	9,127	4	1.36	1.39
88	Work Street	East Alisal Street to South Sanborn Road	4+ Lanes (Undivided)	1.20	9,864	11	1.27	1.39

APPENDIX A
ENGINEERING AND TRAFFIC SURVEYS



COMMENTS:

This segment of Sherwood Drive is classified as a major arterial in the City of Salinas General Plan. The surrounding land use includes agricultural areas, backing residential homes, general commercial areas, and schools. Speed data collected August 12, 2024 revealed the 85th percentile speed of 48 mph. The 10 mph pace ranges from 41 mph to 50 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, the prevailing speeds rounded up and reduced by 5 mph per MUTCD option 2, and following the implementation of Assembly Bill No. 43 authorizing local authority to further reduce speed limits, the existing posted speed limit of 40 mph should be retained.

AREA	DESCRIPTION	MAP SYMBOL	
Distance	Approximately 5,600 Feet	<div><div> ALL-WAY STOP</div><div> SIGNAL</div><div> SPEED SIGN</div><div> CITY LIMITS</div><div> CROSSWALK</div><div> SCHOOL CROSSWALK</div></div>	
Vertical Alignment	Flat		
Street Width	80 Feet		
No. Lanes and Median	4+ Lanes (Undivided)		
Proposed Speed Zone	40 MPH		
85th Percentile Speed	48 MPH		
Traffic Volume (Date)	13,732 (2023)		
Accident Data (2 years)	15 Collision (2021-2022)		
Street Segment Collision Rate = $\frac{\text{Collisions}}{\text{Years}} \times \frac{1,000,000}{\text{ADT} \times \text{Length in Miles}}$	1.41 Acc./MVM		



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Sherwood Drive	Direction:	SBD	Comments: <div style="border: 1px solid black; padding: 2px; margin-top: 10px;">No. 69</div>
Between:	East Market Street and East Bernal Drive			
Survey Location:	Sherwood Place			
Speed Limit:	40 MPH			
Date:	08/12/24	Day:	Monday	
Hours:	From: 02:51	To:	03:00	
Weather:	Sunny			
Observer(s):	Eva and Sean			

MPH	Frequency	Percent	Cumulative %	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	0	0.00%	0.00%	
33	0	0.00%	0.00%	
34	0	0.00%	0.00%	
35	0	0.00%	0.00%	
36	0	0.00%	0.00%	
37	0	0.00%	0.00%	
38	0	0.00%	0.00%	
39	0	0.00%	0.00%	
40	0	0.00%	0.00%	
41	0	0.00%	0.00%	
42	3	6.00%	6.00%	
43	4	8.00%	14.00%	
44	4	8.00%	22.00%	
45	11	22.00%	44.00%	
46	5	10.00%	54.00%	
47	9	18.00%	72.00%	
48	7	14.00%	86.00%	
49	4	8.00%	94.00%	
50	3	6.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
55	0	0.00%	100.00%	
56	0	0.00%	100.00%	
57	0	0.00%	100.00%	
58	0	0.00%	100.00%	
59	0	0.00%	100.00%	
60	0	0.00%	100.00%	
61	0	0.00%	100.00%	
62	0	0.00%	100.00%	
63	0	0.00%	100.00%	
64	0	0.00%	100.00%	
65	0	0.00%	100.00%	
66	0	0.00%	100.00%	
67	0	0.00%	100.00%	
68	0	0.00%	100.00%	
69	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	46.1	MPH
Sample Variance:	4.73	
Standard Deviation:	2.2	
Variance of the Mean:	0.0946	
Standard Error of the Mean:	0.3	
10 MPH Pace:	41	To: 50 MPH
Percent in Pace:	100.0%	
Vehicles in Pace:	50	
50th Percentile Speed:	46	MPH
85th Percentile Speed:	48	MPH
90th Percentile Speed:	49	MPH
95th Percentile Speed:	50	MPH

Cumulative Frequency Distribution

Spot Speed MPH

Frequency Distribution

Spot Speed, MPH



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Sherwood Drive	Direction:	NBD		
Between:	East Market Street and East Bernal Drive	No. 69			
Survey Location:	Sherwood Place				
Speed Limit:	40 MPH	Comments:			
Date:	08/12/24				
Hours:	From: 02:51	Day:	Monday		
	To: 03:00	To:	03:00		
Weather:	Sunny				
Observer(s):	Eva and Sean				

MPH	Frequency	Percent	Cumulative %	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	0	0.00%	0.00%	
33	0	0.00%	0.00%	
34	0	0.00%	0.00%	
35	0	0.00%	0.00%	
36	0	0.00%	0.00%	
37	1	2.00%	2.00%	
38	0	0.00%	2.00%	
39	1	2.00%	4.00%	
40	1	2.00%	6.00%	
41	4	8.00%	14.00%	
42	2	4.00%	18.00%	
43	6	12.00%	30.00%	
44	3	6.00%	36.00%	
45	7	14.00%	50.00%	
46	8	16.00%	66.00%	
47	7	14.00%	80.00%	
48	5	10.00%	90.00%	
49	2	4.00%	94.00%	
50	3	6.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
55	0	0.00%	100.00%	
56	0	0.00%	100.00%	
57	0	0.00%	100.00%	
58	0	0.00%	100.00%	
59	0	0.00%	100.00%	
60	0	0.00%	100.00%	
61	0	0.00%	100.00%	
62	0	0.00%	100.00%	
63	0	0.00%	100.00%	
64	0	0.00%	100.00%	
65	0	0.00%	100.00%	
66	0	0.00%	100.00%	
67	0	0.00%	100.00%	
68	0	0.00%	100.00%	
69	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	45.1	MPH
Sample Variance:	8.61	
Standard Deviation:	2.9	
Variance of the Mean:	0.1722	
Standard Error of the Mean:	0.4	
10 MPH Pace:	41	To: 50 MPH
Percent in Pace:	94.0%	
Vehicles in Pace:	47	
50th Percentile Speed:	45	MPH
85th Percentile Speed:	48	MPH
90th Percentile Speed:	48	MPH
95th Percentile Speed:	50	MPH

Cumulative Frequency Distribution

Frequency Distribution



CITY OF SALINAS

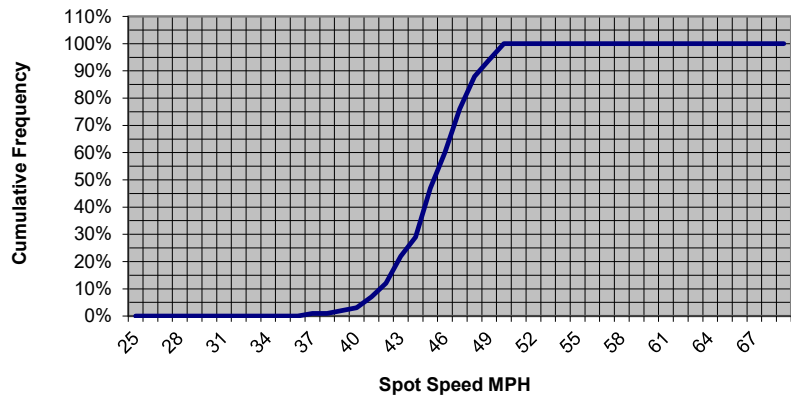
DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

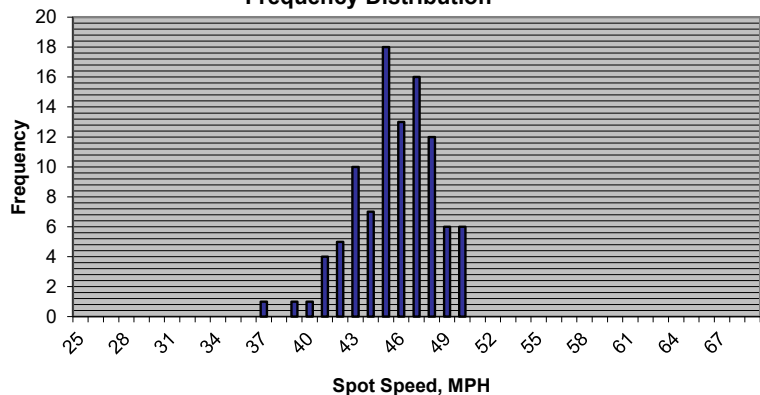
Street:	Sherwood Drive	Direction:	SBD/NBD	No. 69	Comments:
Between:	East Market Street and East Bernal Drive				
Survey Location:	Sherwood Place				
Speed Limit:	40 MPH				
Date:	08/12/24	Day:	Monday		
Hours:	From: 02:51	To:	03:00		
Weather:	Sunny				
Observer(s):	Eva and Sean				

MPH	Frequency	Percent	Cumulative %	Data Analysis:		
25	0	0.00%	0.00%	Time Mean Speed: 45.6 MPH Sample Variance: 6.85 Standard Deviation: 2.6 Variance of the Mean: 0.0685 Standard Error of the Mean: 0.3 10 MPH Pace: 41 To: 50 MPH Percent in Pace: 97.0% Vehicles in Pace: 97 50th Percentile Speed: 46 MPH 85th Percentile Speed: 48 MPH 90th Percentile Speed: 49 MPH 95th Percentile Speed: 50 MPH		
26	0	0.00%	0.00%			
27	0	0.00%	0.00%			
28	0	0.00%	0.00%			
29	0	0.00%	0.00%			
30	0	0.00%	0.00%			
31	0	0.00%	0.00%			
32	0	0.00%	0.00%			
33	0	0.00%	0.00%			
34	0	0.00%	0.00%			
35	0	0.00%	0.00%			
36	0	0.00%	0.00%			
37	1	1.00%	1.00%			
38	0	0.00%	1.00%			
39	1	1.00%	2.00%			
40	1	1.00%	3.00%			
41	4	4.00%	7.00%			
42	5	5.00%	12.00%			
43	10	10.00%	22.00%			
44	7	7.00%	29.00%			
45	18	18.00%	47.00%			
46	13	13.00%	60.00%			
47	16	16.00%	76.00%			
48	12	12.00%	88.00%			
49	6	6.00%	94.00%			
50	6	6.00%	100.00%			
51	0	0.00%	100.00%			
52	0	0.00%	100.00%			
53	0	0.00%	100.00%			
54	0	0.00%	100.00%			
55	0	0.00%	100.00%			
56	0	0.00%	100.00%			
57	0	0.00%	100.00%			
58	0	0.00%	100.00%			
59	0	0.00%	100.00%			
60	0	0.00%	100.00%			
61	0	0.00%	100.00%			
62	0	0.00%	100.00%			
63	0	0.00%	100.00%			
64	0	0.00%	100.00%			
65	0	0.00%	100.00%			
66	0	0.00%	100.00%			
67	0	0.00%	100.00%			
68	0	0.00%	100.00%			
69	0	0.00%	100.00%			
Totals:	100	100.00%				

Cumulative Frequency Distribution



Frequency Distribution



SPEED SURVEY FIELD SHEET

CITY OF SALINAS

SITE CODE

69

LOCATION

Sherwood Dr. between E. Market St and Highway 101

DATE

08/12/24

DAY

Monday

TIME

2:51

TO

3:00

OBSERVER

Sean L.

CALCULATED BY

Eva H.

WEATHER

Sunny

Direction: Oncoming South

MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50	X	X	X	
49	X	X	X	
48	X	X	X	
47	X	X	X	
46	X	X	X	
45	X	X	X	
44	X	X	X	
43	X	X	X	
42	X	X	X	
41				
40				
39				
38				
37				
36				
35				
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18				
17				
16				
15				
14				
13				
12				
11				
10				








Direction: Away North

MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50	X	X	X	
49	X	X	X	
48	X	X	X	
47	X	X	X	
46	X	X	X	
45	X	X	X	
44	X	X	X	
43	X	X	X	
42	X	X	X	
41	X	X	X	
40	X	X	X	
39	X	X	X	
38				
37				
36				
35				
34				
33				
32				
31				
30				
29				
28				
27				
26				
25				
24				
23				
22				
21				
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12				
11				
10				



COMMENTS:

This segment of Skyway Boulevard is classified as a minor arterial in the City of Salinas General Plan. The surrounding land use includes a private golf course and a municipal airport. Speed data collected August 14, 2024 revealed the 85th percentile speed of 42 mph. The 10 mph pace ranges from 36 mph to 45 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, and the prevailing speeds rounded down and reduced by 5 mph per MUTCD option 1, the existing posted speed limit of 35 mph should be retained.

AREA	DESCRIPTION	MAP SYMBOL	
Distance	Approximately 2,300 Feet	<div> ALL WAY STOP</div> <div> SIGNAL</div> <div> SPEED SIGN</div> <div> CITY LIMITS</div> <div> CROSSWALK</div> <div> SCHOOL CROSSWALK</div>	
Vertical Alignment	Flat		
Street Width	63 Feet		
No. Lanes and Median	4+ Lanes (Undivided)		
Proposed Speed Zone	35 MPH		
85 th Percentile Speed	42 MPH		
Traffic Volume (Date)	9,127 (2023)		
Accident Data (2 years)	4 Collisions (2021-2022)		
Street Segment Collision Rate = (Collisions) (1,000,000) (Years) (365) (ADT) (Length in Miles)	1.36 Acc./MVM		



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Skyway Boulevard	Direction:	NBD		Comments:
Between:	Airport Boulevard and East Alisal Street			No. 87	
Survey Location:	S/O East Alisal Street				
Speed Limit:	35 MPH				
Date:	08/14/24	Day:	Monday		
Hours:	From: 02:57	To:	03:16		
Weather:	Sunny				
Observer(s):	Eva and Sean				

MPH	Frequency	Percent	Cumulative %	
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	3	6.00%	6.00%	
33	0	0.00%	6.00%	
34	2	4.00%	10.00%	
35	1	2.00%	12.00%	
36	4	8.00%	20.00%	
37	7	14.00%	34.00%	
38	3	6.00%	40.00%	
39	3	6.00%	46.00%	
40	4	8.00%	54.00%	
41	6	12.00%	66.00%	
42	8	16.00%	82.00%	
43	3	6.00%	88.00%	
44	4	8.00%	96.00%	
45	2	4.00%	100.00%	
46	0	0.00%	100.00%	
47	0	0.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	39.4	MPH
Sample Variance:	12.08	
Standard Deviation:	3.5	
Variance of the Mean:	0.2416	
Standard Error of the Mean:	0.5	
10 MPH Pace:	36	To: 45 MPH
Percent in Pace:	88.0%	
Vehicles in Pace:	44	
50th Percentile Speed:	40	MPH
85th Percentile Speed:	43	MPH
90th Percentile Speed:	44	MPH
95th Percentile Speed:	44	MPH

Cumulative Frequency Distribution

Frequency Distribution



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Skyway Boulevard	Direction:	SBD	Comments:
Between:	Airport Boulevard and East Alisal Street			No. 87
Survey Location:	S/O East Alisal Street			
Speed Limit:	35 MPH			
Date:	08/14/24	Day:	Monday	
Hours:	From: 02:57	To:	03:16	
Weather:	Sunny			
Observer(s):	Eva and Sean			

MPH	Frequency	Percent	Cumulative %	
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	1	2.00%	2.00%	
33	2	4.00%	6.00%	
34	4	8.00%	14.00%	
35	1	2.00%	16.00%	
36	5	10.00%	26.00%	
37	4	8.00%	34.00%	
38	2	4.00%	38.00%	
39	8	16.00%	54.00%	
40	5	10.00%	64.00%	
41	10	20.00%	84.00%	
42	3	6.00%	90.00%	
43	2	4.00%	94.00%	
44	1	2.00%	96.00%	
45	2	4.00%	100.00%	
46	0	0.00%	100.00%	
47	0	0.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	38.8	MPH
Sample Variance:	10.19	
Standard Deviation:	3.2	
Variance of the Mean:	0.2038	
Standard Error of the Mean:	0.5	
10 MPH Pace:	33	To: 42 MPH
Percent in Pace:	88.0%	
Vehicles in Pace:	44	
50th Percentile Speed:	39	MPH
85th Percentile Speed:	42	MPH
90th Percentile Speed:	42	MPH
95th Percentile Speed:	44	MPH

Cumulative Frequency Distribution

Frequency Distribution



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	<u>Skyway Boulevard</u>	Direction:	<u>NBD/SBD</u>		Comments:
Between:	<u>Airport Boulevard and East Alisal Street</u>				No. 87
Survey Location:	<u>S/O East Alisal Street</u>				
Speed Limit:	<u>35</u> MPH				
Date:	<u>08/14/24</u>	Day:	<u>Monday</u>		
Hours:	From: <u>02:57</u>	To:	<u>03:16</u>		
Weather:	<u>Sunny</u>				
Observer(s):	<u>Eva and Sean</u>				

MPH	Frequency	Percent	Cumulative %	<i>Data Analysis:</i>
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	4	4.00%	4.00%	
33	2	2.00%	6.00%	
34	6	6.00%	12.00%	
35	2	2.00%	14.00%	
36	9	9.00%	23.00%	
37	11	11.00%	34.00%	
38	5	5.00%	39.00%	
39	11	11.00%	50.00%	
40	9	9.00%	59.00%	
41	16	16.00%	75.00%	
42	11	11.00%	86.00%	
43	5	5.00%	91.00%	
44	5	5.00%	96.00%	
45	4	4.00%	100.00%	
46	0	0.00%	100.00%	
47	0	0.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	100	100.00%		

Time Mean Speed: 39.1 MPH

Sample Variance: 11.11

Standard Deviation: 3.3

Variance of the Mean: 0.1111

Standard Error of the Mean: 0.3

10 MPH Pace: 36 To: 45 MPH

Percent in Pace: 86.0%

Vehicles in Pace: 86

50th Percentile Speed: 39 MPH

85th Percentile Speed: 42 MPH

90th Percentile Speed: 43 MPH

95th Percentile Speed: 44 MPH

Cumulative Frequency Distribution

Frequency Distribution

SPEED SURVEY FIELD SHEET

CITY OF SALINAS

SITE CODE

87

LOCATION

Skyway Blvd between Airport Blvd and E Alisal St

DATE

8-27-74

DAY

Wednesday

TIME

2:57

TO

3:16

OBSERVER

Sean L.

CALCULATED BY

Eva H.

WEATHER

Sunny

Direction:

Eastbound

MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50				
49				
48				
47				
46	X			
45	X			
44	X			
43	X			
42	X			
41	X			
40	X			
39	X			
38	X			
37	X			
36	X			
35	X			
34	X			
33	X			
32				
31				
30				
29				
28				
27				
26				
25				
24				
23				
22				
21				
20				
19				
18				
17				
16				
15				
14				
13				
12				
11				
10				

Direction:








Westbound

MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50				
49				
48				
47				
46				
45	X			
44	X			
43	X			
42	X			
41	X			
40	X			
39	X			
38	X			
37	X			
36	X			
35	X			
34	X			
33	X			
32	X			
31				
30				
29				
28				
27				
26				
25				
24				
23				
22				
21				
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12				
11				
10				



COMMENTS:

This segment of Work Street is classified as a minor arterial in the City of Salinas General Plan. The surrounding land use includes industrial and commercial areas. Speed data collected August 14, 2024 revealed the 85th percentile speed of 44 mph. The 10 mph pace ranges from 36 mph to 45 mph and suggests the 85th percentile is within this range. Based on the surrounding land use, the 10 mph pace range, the prevailing speeds rounded up and reduced by 5 mph per MUTCD option 2, and following the implementation of Assembly Bill No. 43 authorizing local authority to further reduce speed limits, the existing posted speed limit of 35 mph should be retained.

AREA	DESCRIPTION	MAP SYMBOL	
Distance	Approximately 6,350 Feet	<div> ALL WAY STOP</div> <div> SIGNAL</div> <div> SPEED SIGN</div> <div> CITY LIMITS</div> <div> CROSSWALK</div> <div> SCHOOL CROSSWALK</div>	
Vertical Alignment	Flat		
Street Width	Varies (60 to 85 Feet)		
No. Lanes and Median	4+ Lanes (Undivided)		
Proposed Speed Zone	35 MPH		
85 th Percentile Speed	44 MPH		
Traffic Volume (Date)	9,864 (2023)		
Accident Data (2 years)	11 Collisions (2021-2022)		
Street Segment Collision Rate = (Collisions) (1,000,000) (Years) (365) (ADT) (Length in Miles)	1.27 Acc./MVM		



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Work Street	Direction:	NBD		Comments:
Between:	East Alisal Street and South Sanborn Road			No. 88	
Survey Location:	N/O Ottone Circle				
Speed Limit:	40 MPH				
Date:	8/14/2024	Day:	Wednesday		
Hours:	From: 03:26	To:	03:56		
Weather:	Sunny				
Observer(s):	Eva and Sean				

MPH	Frequency	Percent	Cumulative %	
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	0	0.00%	0.00%	
33	1	2.00%	2.00%	
34	0	0.00%	2.00%	
35	4	8.00%	10.00%	
36	3	6.00%	16.00%	
37	2	4.00%	20.00%	
38	3	6.00%	26.00%	
39	5	10.00%	36.00%	
40	4	8.00%	44.00%	
41	5	10.00%	54.00%	
42	4	8.00%	62.00%	
43	3	6.00%	68.00%	
44	5	10.00%	78.00%	
45	5	10.00%	88.00%	
46	4	8.00%	96.00%	
47	2	4.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	41.0	MPH
Sample Variance:	13.86	
Standard Deviation:	3.7	
Variance of the Mean:	0.2772	
Standard Error of the Mean:	0.5	
10 MPH Pace:	38	To: 47 MPH
Percent in Pace:	84.0%	
Vehicles in Pace:	42	
50th Percentile Speed:	41	MPH
85th Percentile Speed:	45	MPH
90th Percentile Speed:	46	MPH
95th Percentile Speed:	46	MPH

Cumulative Frequency Distribution

Frequency Distribution



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Work Street	Direction:	SBD	Comments: <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">No. 88</div>
Between:	East Alisal Street and South Sanborn Road			
Survey Location:	N/O Ottone Circle			
Speed Limit:	40 MPH			
Date:	8/14/2024	Day:	Wednesday	
Hours:	From: 03:26	To:	03:56	
Weather:	Sunny			
Observer(s):	Eva and Sean			

MPH	Frequency	Percent	Cumulative %	
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	0	0.00%	0.00%	
33	3	6.00%	6.00%	
34	4	8.00%	14.00%	
35	1	2.00%	16.00%	
36	6	12.00%	28.00%	
37	5	10.00%	38.00%	
38	6	12.00%	50.00%	
39	4	8.00%	58.00%	
40	5	10.00%	68.00%	
41	3	6.00%	74.00%	
42	5	10.00%	84.00%	
43	3	6.00%	90.00%	
44	3	6.00%	96.00%	
45	2	4.00%	100.00%	
46	0	0.00%	100.00%	
47	0	0.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	50	100.00%		

Data Analysis:

Time Mean Speed:	38.8	MPH
Sample Variance:	11.40	
Standard Deviation:	3.4	
Variance of the Mean:	0.2280	
Standard Error of the Mean:	0.5	
10 MPH Pace:	33	To: 42 MPH
Percent in Pace:	84.0%	
Vehicles in Pace:	42	
50th Percentile Speed:	38	MPH
85th Percentile Speed:	43	MPH
90th Percentile Speed:	43	MPH
95th Percentile Speed:	44	MPH

Cumulative Frequency Distribution

Frequency Distribution



CITY OF SALINAS

DEPARTMENT OF DEVELOPMENT & ENGINEERING SERVICES

RADAR SURVEY

Street:	Work Street	Direction:	NBD/SBD	No. 88	Comments:
Between:	East Alisal Street and South Sanborn Road				
Survey Location:	N/O Ottone Circle				
Speed Limit:	40 MPH				
Date:	8/14/2024	Day:	Wednesday		
Hours:	From: 03:26	To:	03:56		
Weather:	Sunny				
Observer(s):	Eva and Sean				

MPH	Frequency	Percent	Cumulative %	<i>Data Analysis:</i>
10	0	0.00%	0.00%	
11	0	0.00%	0.00%	
12	0	0.00%	0.00%	
13	0	0.00%	0.00%	
14	0	0.00%	0.00%	
15	0	0.00%	0.00%	
16	0	0.00%	0.00%	
17	0	0.00%	0.00%	
18	0	0.00%	0.00%	
19	0	0.00%	0.00%	
20	0	0.00%	0.00%	
21	0	0.00%	0.00%	
22	0	0.00%	0.00%	
23	0	0.00%	0.00%	
24	0	0.00%	0.00%	
25	0	0.00%	0.00%	
26	0	0.00%	0.00%	
27	0	0.00%	0.00%	
28	0	0.00%	0.00%	
29	0	0.00%	0.00%	
30	0	0.00%	0.00%	
31	0	0.00%	0.00%	
32	0	0.00%	0.00%	
33	4	4.00%	4.00%	
34	4	4.00%	8.00%	
35	5	5.00%	13.00%	
36	9	9.00%	22.00%	
37	7	7.00%	29.00%	
38	9	9.00%	38.00%	
39	9	9.00%	47.00%	
40	9	9.00%	56.00%	
41	8	8.00%	64.00%	
42	9	9.00%	73.00%	
43	6	6.00%	79.00%	
44	8	8.00%	87.00%	
45	7	7.00%	94.00%	
46	4	4.00%	98.00%	
47	2	2.00%	100.00%	
48	0	0.00%	100.00%	
49	0	0.00%	100.00%	
50	0	0.00%	100.00%	
51	0	0.00%	100.00%	
52	0	0.00%	100.00%	
53	0	0.00%	100.00%	
54	0	0.00%	100.00%	
Totals:	100	100.00%		

Cumulative Frequency Distribution

Frequency Distribution

SITE CODE

88

SPEED SURVEY FIELD SHEET

CITY OF SALINAS

LOCATION

Work St between E. Alisal St and J. Sanborn Rd

DATE

08/14/24

DAY

Wednesday

TIME

3:26

TO

3:56

OBSERVER

Sean L.

CALCULATED BY

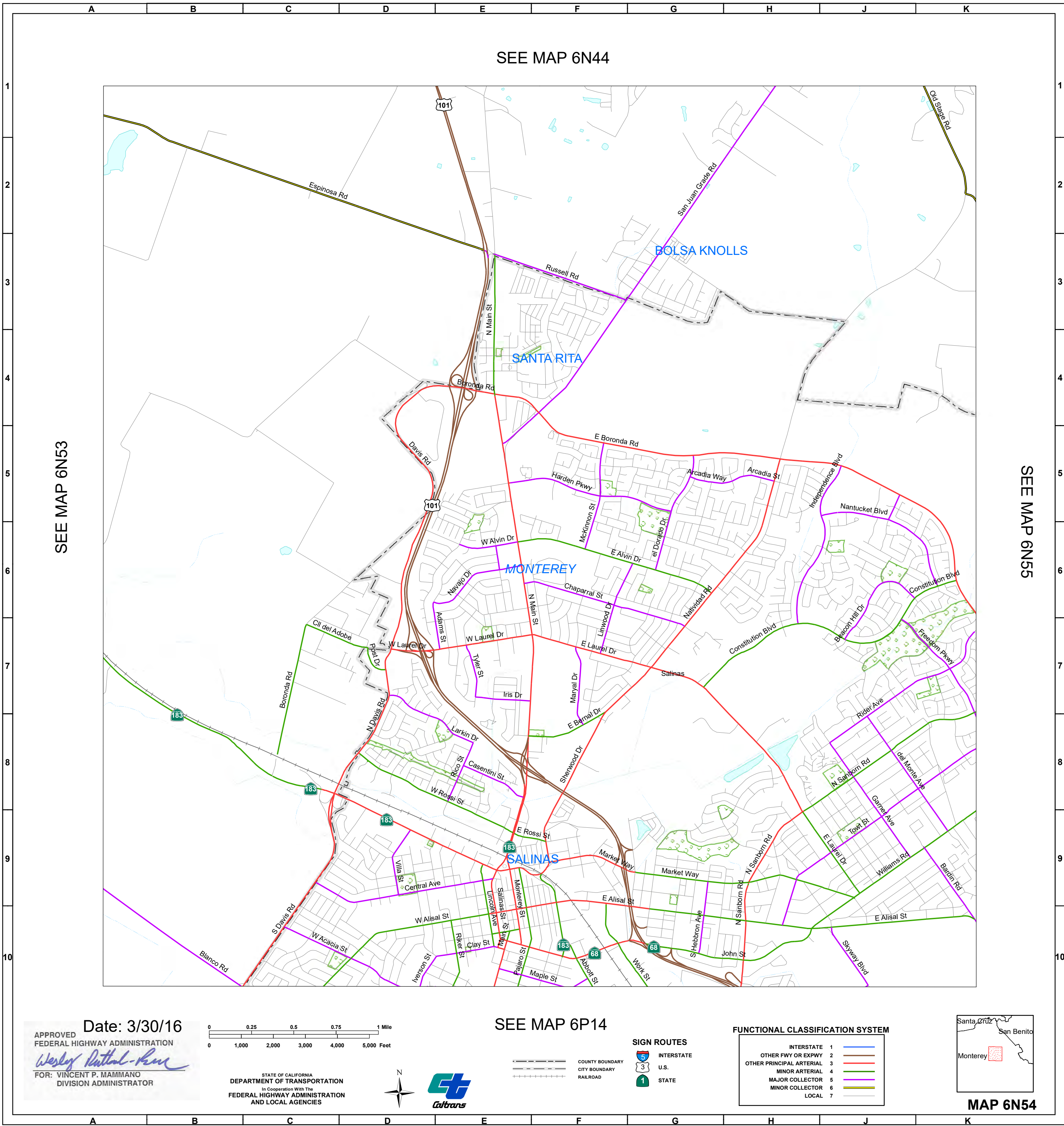
Eva H.

WEATHER

Sunny

Direction: North Away				
MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50				
49				
48				
47	X			
46	X			
45	X			
44	X			
43	X			
42	X			
41	X			
40	X			
39	X			
38	X			
37	X			
36	X			
35	X			
34				
33	X			
32				
31				
30				
29				
28				
27				
26				
25				
24				
23				
22				
21				
20				
19				
18				
17				
16				
15				
14				
13				
12				
11				
10				

Direction: South Oncoming				
MPH	Number of Vehicles			
	5	10	15	20
70				
69				
68				
67				
66				
65				
64				
63				
62				
61				
60				
59				
58				
57				
56				
55				
54				
53				
52				
51				
50				
49				
48				
47				
46				
45	X			
44	X			
43	X			
42	X			
41	X			
40	X			
39	X			
38	X			
37	X			
36	X			
35	X			
34	X			
33	X			
32				
31				
30				
29				
28				
27				
26				
25				
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13				
12				
11				
10				



SEE MAP 6N44

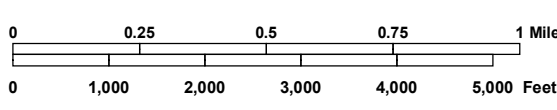
SEE MAP 6N53

SEE MAP 6N55

SEE MAP 6P14

APPROVED
FEDERAL HIGHWAY ADMINISTRATION
Wesley Rutland-Pearce
FOR: VINCENT P. MAMMANO
DIVISION ADMINISTRATOR

Date: 3/30/16



STATE OF CALIFORNIA
DEPARTMENT OF TRANSPORTATION
In Cooperation With The
FEDERAL HIGHWAY ADMINISTRATION
AND LOCAL AGENCIES



COUNTY BOUNDARY
CITY BOUNDARY
RAILROAD


SIGN ROUTES
INTERSTATE
U.S.
STATE

FUNCTIONAL CLASSIFICATION SYSTEM	
INTERSTATE	1
OTHER FWY OR EXPWY	2
OTHER PRINCIPAL ARTERIAL	3
MINOR ARTERIAL	4
MAJOR COLLECTOR	5
MINOR COLLECTOR	6
LOCAL	7








MAP 6N54

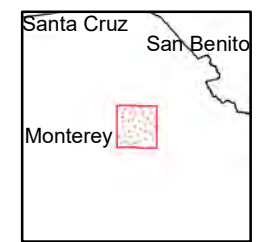
SEE MAP 6P15

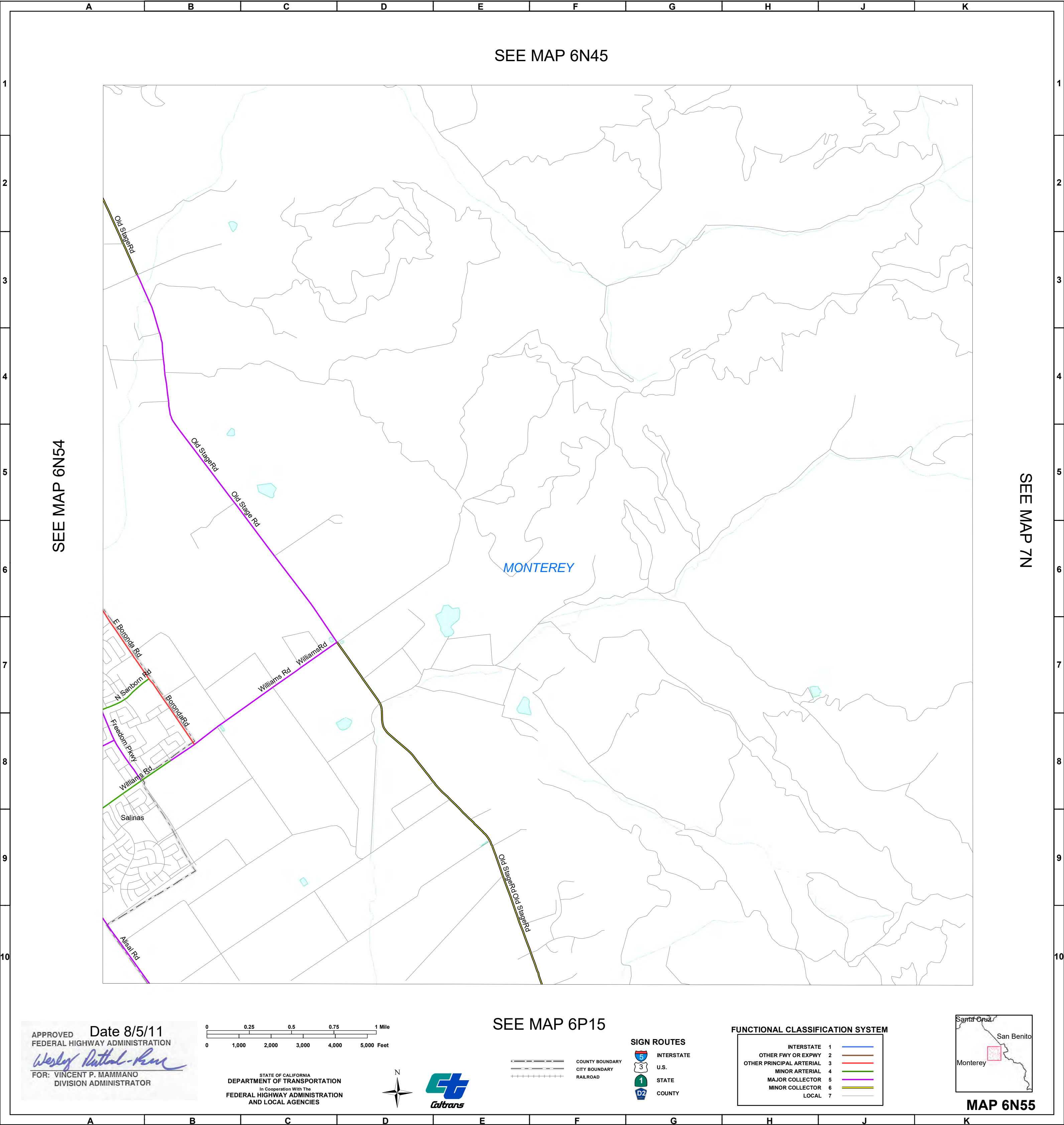
APPROVED Date 8/5/11
FEDERAL HIGHWAY ADMINISTRATION

FOR: VINCENT P. MAMMANO
DIVISION ADMINISTRATOR



FUNCTIONAL CLASSIFICATION SYSTEM

INTERSTATE	1	
OTHER FWY OR EXPWY	2	
OTHER PRINCIPAL ARTERIAL	3	
MINOR ARTERIAL	4	
MAJOR COLLECTOR	5	
MINOR COLLECTOR	6	
LOCAL	7	

**MAP 6P14**



SPEED LAWS

Speed limits on most roadways are established through procedures in the California Vehicle Code and federal laws. Speed limit signs, indicating speed limits for which posting is required by law, shall be located at points of change from one speed limit to another.

In California, the maximum speed limit in urban areas is 65 MPH. Certain speed limits are established by State law and include the 25 MPH speed limit in business and residential districts. These speed limits do not need to be posted in order to be enforced. Special speed limits are established within 500 feet of school grounds which are typically 15 MPH to 25 MPH when children are present. School zones can be further reduced to 15 MPH.

Temporary speed limit reductions can be established in construction zones, usually no more than 10 MPH.



FOR MORE INFORMATION PLEASE CONTACT THE PUBLIC WORKS DEPARTMENT AT:

(831) 758-7241

Fax:
(831) 758-7935

Office Address:

200 Lincoln Ave, 2nd Floor,
Salinas, CA, 93901

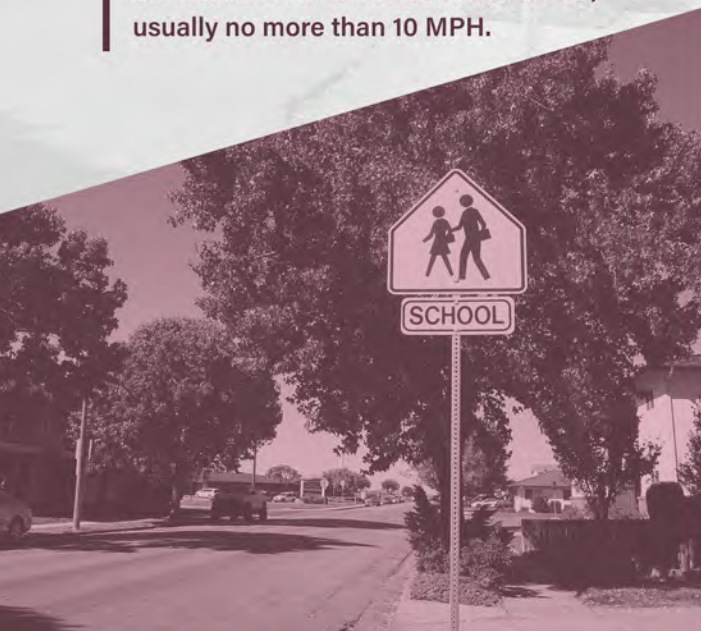
Regular Hours:

Monday: 8:00 am-5:00 pm
Tuesday: 8:00 am-5:00 pm
Wednesday: 8:00 am-5:00 pm
Thursday: 8:00 am-5:00 pm
Friday: 8:00 am-5:00 pm
Saturday: Closed



200 Lincoln Ave.
Salinas, CA 93901

September 2019



ENGINEERING / TRAFFIC SURVEYS

The City of Salinas routinely certifies Engineering and Traffic Surveys which establish speed limits in accordance with state and federal standards. Engineering and Traffic Surveys are generally conducted every 5 years for every non-local roadway to establish speed limits. The survey includes an analysis of roadway conditions, collision records and a sampling of the prevailing speed of traffic. Speed limits are generally set at the 5 mile per hour increment closest to the measure 85th percentile speed. This practice established the maximum speed limit that is safe and reasonable. If an engineering and traffic survey is not performed within the required time frame, posted speed limits are no longer valid and cannot be enforced effectively.

THE PURPOSE OF SPEED LIMITS

A speed limit sign is a federal device, and such as the City of Salinas, and every other posting authority, must comply with the federal requirements set forth in the Uniform Vehicle Code (UVC). The uniform vehicle code establishes that, "No person shall drive a vehicle at a speed greater than is reasonable and prudent." In the United States, there are 80,000 posting authorities and about 4 million miles of roads, how would a person know what is expected of them, or the penalties as they go from sign to sign? The UVC establishes the rules for which posting authorities shall conform to when establishing posted speed limits.

Speed limits are established using Engineering and Traffic Surveys which measure the prevailing speeds of roadway users. These studies determine a reasonable and maximum speed limit. The use of Engineering and Traffic Surveys to establish speed limits is not only a federal requirement, it also **lowers the risk of accidents**. Without a uniform process to establish speed limits, how would drivers know what speeds are considered reasonable or police officers be able to enforce drivers traveling at reasonable speeds?

MISCONCEPTIONS

"How come the City doesn't install limit signs with lower speed limits to slow down traffic?"

This is a misconception. Many before and after studies have found that changing the speed limit signs does not change how fast Americans drive. The best known study is Report No. FHWA-RD-92-084: The Effects of Raising and Lowering the Speed Limits. The Federal Department of Transportation conducted a study of speed limits to determine the effects on traffic flow. The study looked at data from 100 sites in 22 states where speed limits were either raised or lowered. Counter to many people's preconception, the study found changes in speed limits had such little effect on driver speeds that is statistically insufficient. Changing speed limit signs does not change driver behavior.



RESOLUTION NO. 22835 (N.C.S.)

**A RESOLUTION OF THE SALINAS CITY COUNCIL APPROVING THE
ESTABLISHMENT OF SPEED LIMITS AS RECOMMENDED BY THE 2023
ENGINEERING AND TRAFFIC SURVEY FOR SPEED LIMITS**

WHEREAS, in accordance with California Vehicle Code Sections 22357 and 22358, local municipalities have the power to increase or decrease prima facie speed limits for local streets; and

WHEREAS, in accordance with California Vehicle Code Section 40802 and provisions of the California Manual on Uniform Traffic Control Devices (MUTCD), Engineering and Traffic Surveys must be performed on those local streets every five years when the use of radar or other electronic devices which measure the speed of moving objects are utilized to enforce the prima facie speed limits for those streets; and

WHEREAS, the results of the Engineering and Traffic Surveys conform to the requirements of the Vehicle Code; and

WHEREAS, City staff has concluded those speed limits set forth in the 2023 Engineering and Traffic Survey attached hereto are justified for their associated street segments in that they are found to be most appropriate to facilitate the orderly movement of vehicular traffic and are reasonable and safe for those street segments; and

WHEREAS, at its October 12, 2023 meeting, the Traffic and Transportation Commission voted (5-0) to recommend to Council the establishment of the 2023 Engineering and Traffic Survey for speed limits; and

WHEREAS, the City of Salinas has determined that the establishment of the 2023 Engineering and Traffic Survey for speed limits is exempt from the California Environmental Quality Act (CEQA) Guidelines (Section 15301, Class 1). The project consists of the operation, repair, or minor alteration of public streets involving no expansion of use. There would be no significant effect on the environment.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves the establishment of the 2023 Engineering and Traffic Survey for speed limits; and

BE IT FURTHER RESOLVED that the Salinas City Council approves future analysis for three roadway segments (Sherwood Drive, Skyway Boulevard, and Work Street) following implementation of AB 43; and

BE IT FURTHER RESOLVED that City staff is hereby authorized and directed to proceed with the establishment of the 2023 Engineering and Traffic Survey for speed limits to fully effectuate the intent of this Resolution.

PASSED AND APPROVED this 7th day of November 2023, by the following vote:

AYES: Councilmembers Barrera, McShane, Osornio, Rocha, Sandoval and Mayor Craig

NOES: None

ABSENT: Councilmember Gonzalez

ABSTAIN: None

APPROVED:

DocuSigned by:



E554E94F4CE64C8...

Kimbley Craig, Mayor

ATTEST:

DocuSigned by:



5BE31EC636A6432...

Patricia M. Barajas, City Clerk



Legislation Text

File #: ID#24-728, Version: 1

Amendment No. 1 to Agreement for Professional Services with Kimley-Horn and Associates, Inc. for Williams Rd for Williams Road Safe Street Corridor Project

Approve a Resolution authorizing the City Manager to execute Amendment No. 1 with Kimley-Horn and Associates, Inc. for extra work for the Project Approval and Environmental Document Phase of the Williams Road Safe Street Corridor Project and increase the total compensation by \$39,500, for a revised not to exceed amount of \$418,365.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS, TRAFFIC & TRANSPORTATION DIVISION

FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR

BY: GERARDO RODRIGUEZ, ASSISTANT ENGINEER
ADRIANA ROBLES, CITY ENGINEER

TITLE: AMENDMENT NO. 1 TO AGREEMENT FOR PROFESSIONAL
SERVICE BETWEEN THE CITY OF SALINAS AND KIMLEY-
HORN AND ASSOCIATES, INC. FOR THE WILLIAMS ROAD
SAFE STREET CORRIDOR PROJECT

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to execute Amendment No. 1 with Kimley-Horn and Associates, Inc. for extra work for the Project Approval and Environmental Document Phase of the Williams Road Safe Street Corridor Project and increase the total compensation by \$39,500, for a revised not to exceed amount of \$418,365.

EXECUTIVE SUMMARY:

In December 2023, the City of Salinas was awarded \$16 million of federal Safe Streets and Roads for All (SS4A) grant funds to construct three roundabouts and corridor improvements on Williams Road. Prior to development of design documents, the City must process a Project Approval and Environmental Document (PA/ED) with Caltrans. The PA/ED will provide all necessary environmental studies required for CEQA/NEPA for the project. In April 2024, the City Council approved an agreement with Kimley-Horn and Associates, Inc. (Kimley-Horn) for preparation of the PA/ED for the Williams Road Safe Street Corridor Project for a not to exceed total of \$378,865. A revision to the Preliminary Environmental Study, requested by Caltrans, requires additional services and compensation for Kimley-Horn. Staff recommends that Council authorize City Manager to execute Amendment No. 1 to increase the total compensation for a not to exceed amount of \$418,365.

BACKGROUND:

In September 2023, with the approval of the City Manager, staff applied for the Safe Streets and Roads for All (SS4A) grant program. The SS4A is a federal grant program established to support the U.S Department of Transportation's National Roadway Safety Strategy and their goal of zero roadway deaths using a Safe System Approach. Williams Road was identified as the primary

candidate for the grant program and the City was awarded \$16 million¹ to implement the recommended safety improvements.

Prior to development of the design documents, a Project Approval and Environmental Document (PA/ED) must be completed and processed through Caltrans. The PA/ED will provide:

1. Preliminary Engineering Studies and Draft Project Report – preliminary engineering to determine environmental impacts of the project.
2. Environmental Documentation – technical studies required to comply with CEQA and NEPA
 - a. Air Quality Analysis
 - b. Acoustical Analysis
 - c. Hazardous Materials Memorandum
 - d. Natural Environmental Study
 - e. Cultural Resources
 - f. Visual Assessment Memorandum
 - g. Traffic and Circulation Memorandum
3. Public Outreach – Prior to preparation of the final environmental document, the draft environmental document will seek and respond to public comments.

Kimley-Horn and Associates, Inc. (Kimley-Horn) assisted the City with the concept plans for the SS4A grant program application. After announcement of award of the SS4A grant, the City continued working with Kimley-Horn per the Master Services Agreement (Resolution No. 22563) for the Project Approval and Environment Document phase.

A Preliminary Environmental Study (PES) form is required for the PA&ED. After the form was submitted for review to Caltrans, the City was awarded approximately \$7.9 million from the Action Transportation Grant Program ATP Cycle 7 which includes improvements for the John Street and Williams Road. Staff seeks to close funding gaps from the SS4A grant with the ATP grant. During review of the ATP grant, Caltrans recommended revising the already-submitted PES form, to identify the proposed improvements on both Williams Road and John Street. Thus, reducing paperwork and review time for the projects.

Kimley-Horn has been directly to revise the PES form and an additional \$39,500 is required for this effort. The total compensation for Kimley-Horn to complete the PA&ED for both the SS4A and ATP grant projects is \$418,365.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

¹ Formal acceptance of the grant has not been presented to City Council as staff is awaiting authorization to proceed from the federal government.

STRATEGIC PLAN INITIATIVE:

The Williams Road Safe Street Corridor Concept Project supports the City Council goals of “Infrastructure and Environmental Sustainability”, “Public Safety” and “Effective and Culturally Responsive Government”.

DEPARTMENTAL COORDINATION:

The development of the PA/ED for the Williams Road Safe Streets Corridor Project will be overseen by Public Works. The Finance Department provides fiscal monitoring and reporting information for the grant agreement. Input and coordination in the development of the project will be sought from the community, Community Development Department, and Fire Department.

FISCAL AND SUSTAINABILITY IMPACT:

There is no impact to the General Fund with this action. This action requests authority for an additional appropriation of \$39,500 from the Gas Tax fund.

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 CIP Budget Page	Last Budget Action (Date, Resolution)*
5800	50.9071-63.5400	Outside Services Engineering Services	\$596,186	\$39,500	Engineering & Transportation	6/11/2024, Reso 22979

* The FY 24-25 Adopted CIP Budget was adopted on June 11, 2024.

ATTACHMENTS:

Resolution

Attachment 1 - Amendment No.1

Attachment 2 - Exhibit B Scope of Services and Fee

Attachment 3 - Exhibit B-1 Scope of Services and Fee

Attachment 4 - Resolution Number 22937

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE
AMENDMENT NO. 1 TO THE AGREEMENT WITH KIMLEY-HORN AND
ASSOCIATES, INC. FOR EXTRA WORK FOR THE PROJECT APPROVAL AND
ENVIRONMENTAL DOCUMENT PHASE OF THE WILLIAMS ROAD SAFE STREET
CORRIDOR PROJECT AND INCREASE THE TOTAL COMPENSATION BY \$39,500
FOR A NOT TO EXCEED OF AMOUNT OF \$418,365**

WHEREAS, on December 20, 2023, the City received notification that it was awarded \$16,000,000 of Safe Streets and Roads for All (SS4A) federal grant funds; and

WHEREAS, Kimley-Horn Associates assisted the City with the grant application; and

WHEREAS, prior to development of design documents, a Project Approval and Environmental Document (PA/ED) is required to be processed through Caltrans, and

WHEREAS, on April, 9, 2024 City Council approved an agreement with Kimley-Horn and Associates Inc. for the PA&ED for the Williams Road Safe Street Corridor Project for a total of not to exceed amount of \$378,865 (Resolution No. 22937); and

WHEREAS, in June 2024 through Resolution No. 23000, the Council gave authorization to staff apply for and enter into agreements for the Active Transportation Program (ATP) Cycle 7 Grant Program; and

WHEREAS, Kimley-Horn Associates once again assisted the City with the grant application for the ATP Cycle 7 grant. The application included improvements to John Street and Williams Road; and

WHEREAS, on December 5, 2024, the California Transportation Commission, through Resolution G-24-76, adopted the 2025 Active Transportation Program which listed Salinas' John Street/Williams Road Safe Routes to School Project and Programming as highest rated and awarding \$7.954 million in ATP grant funding for the project; and

WHEREAS, during Caltrans review of the Preliminary Environmental Study (PES) form for the Williams Road Safe Street Corridor Project, Caltrans recommended to amend the PES to include both the SS4A and ATP Cycle 7 improvements in a single environmental study facilitating review and reporting; and

WHEREAS, additional services are required to amend and modify the Project Approval and Environment Document (PA/ED); and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378) and the environmental impacts from the proposed improvement will be analyzed by

Kimley-Horn for CEQA and NEPA.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby authorizes the City Manager to execute Amendment No.1 with Kimley-Horn and Associates, Inc. for extra work for the Project Approval and Environmental Document Phase of the Williams Road Safe Street Corridor Project and increase the total compensation by \$39,500 for a revised not to exceed amount of \$418,365.

PASSED AND APPROVED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

**AMENDMENT NO. 1 TO
AGREEMENT FOR SERVICES BETWEEN
THE CITY OF SALINAS AND KIMLEY-HORN AND ASSOCIATES, INC.**

This Amendment No. 1 to the Agreement for Professional Services Between The City Of Salinas and Kimley-Horn and Associates, Inc. for the Williams Road Safe Street Corridor Project (the "Amendment") is entered into this ____ day of _____ 2025, by and between the City of Salinas (the "City") and Kimley-Horn and Associates, Inc. (the "Consultant"). City and Consultant may be individually referred to herein as a "Party" and collectively the City and Consultant may be referred to as the "Parties."

RECITALS

WHEREAS, the City and Consultant first entered into an Agreement for Professional Services Between The City of Salinas and Kimley-Horn and Associates, Inc. for the Williams Road Safe Street Corridor effective April 9, 2024, pursuant to which Consultant agreed to act as and provide certain services to the City for compensation (the "Agreement"); and

WHEREAS, the City and Consultant desire to amend the Agreement to reflect additional scope of services and additional compensation.

NOW, THEREFORE, in mutual consideration of the terms and conditions set forth below, the Parties agree as follows:

TERMS

1. The Scope of Services set forth in the Agreement is amended and restated in its entirety to read as follows:

Scope of Service. The project contemplated and the scope of Consultant's services are described in **Exhibit B**, attached hereto and incorporated herein by reference. In addition to the scope outlined in **Exhibit B**, consultant has provided or will provide the additional services described in **Exhibit B-1**.

2. The total amount of compensation to be paid under the Agreement is hereby amended as follows:

Compensation. City hereby agrees to pay Consultant for services rendered to the City pursuant to this Amendment and Agreement, on a time and materials basis according to the rates of compensation set forth in **Exhibit B and Exhibit B-1**. The total amount of compensation to be paid under this Agreement is four hundred eighteen thousand, three hundred sixty-five dollars (\$418,365).

3. All other covenants, terms, and conditions set forth in the Agreement and not amended by this Amendment shall remain in full force and in effect as if fully set forth herein.

IN WITNESS WHEREOF, the undersigned, as authorized representatives of the City and Consultant have entered into this amendment as of the date first written above.

CITY OF SALINAS

René Mendez, City Manager

APPROVED AS TO FORM:

-
- ☐ Christopher A. Callihan, City Attorney
 - ☐ Rhonda Combs, Assistant City Attorney

Kimley-Horn and Associates, Inc.

Printed name: _____

Title: _____

March 19, 2024

Adriana Robles, P.E., CFM
City Engineer
City of Salinas Engineering Division
200 Lincoln Avenue
Salinas, CA 93901

Re: **Scope of Services and Fee**
Williams Road Safe Street Corridor Project PA&ED

Scope of Services

Phase 1: Project Approval and Environmental Document (PA/ED)

Task 1 – Project management, Coordination, & Documentation

We assume the project management task for the PA&ED phase to occur over nine (9) months and conclude with the submittal of the Request for Authorization for the PS&E phase.

Task 1.1 Project & Grant Administration:

Kimley-Horn will supervise, coordinate, and monitor project design activities. Kimley-Horn will coordinate with the City, including providing monthly project status reports. We will develop and maintain a critical path method (CPM) project schedule, updating monthly, and as requested by the City. Kimley-Horn will assist the City in submitting Quarterly Performance Progress Reports to FHWA in conformance with posted guidance.

Task 1.2 Coordination and Meetings:

We anticipate holding an initial kick-off meeting with the City to discuss the proposed project approach, potential design challenges, schedule, and deadlines. We assume up to 18 additional biweekly meetings with the City, with the remainder of coordination through email and telephone calls. Meetings will be summarized with meeting minutes, and we assume all meetings will be online format. If requested by the City, we can be available for limited in-person meetings, up to the estimated budget for this task.

Task 1.3 Coordination for RFA for PS&E

Kimley-Horn will assist the City with preparing the necessary documentation as required by FHWA to submit for the Request for Authorization (RFA) for the PS&E phase.

TASK DELIVERABLES

- Monthly invoices (PDF)
- Meeting notes (PDF)
- Baseline Agreement and RFA documentation (PDF)
- Monthly schedule updates (PDF)

TASK 2 – Public Outreach and Stakeholder Coordination

Task 2.1 Stakeholder coordination:

Subtask 2.1.1 City Staff Design Meetings

Kimley-Horn will conduct focused meetings with City staff to discuss key project features, corridor segments, and design concerns, and solicit their feedback. These meetings are also expected to include coordination with the consultants developing the Alisal Streetscape Master Plan concepts. This scope of work assumes two (2) in-person meetings over the course of the project.

Subtask 2.1.2 Stakeholder Meetings

Kimley-Horn will conduct a series of meetings with affected stakeholders, and community groups and business groups to inform them about the project and solicit their feedback. This scope of work assumes up to three (3) meetings over the course of the project. If conditions dictate, virtual/online format meetings can be accommodated.

Subtask 2.1.3 Meetings with City Council Members and City Commission Groups

In coordination with City staff, Kimley-Horn will prepare for and present an overview of the corridor study project to specific members of the City Council representative(s) for project area and relevant Staff and/or City Commissions. This scope assumes the Council members and commissions will be defined during the project kickoff meeting. These meetings will address the project scope and schedule, and provide an overview regarding our findings regarding baseline conditions and alternatives. We will solicit feedback about the corridor which will be used to further identify existing corridor multimodal deficiencies and help define specific project objectives. This scope of work assumes up to four (4) meetings over the course of the project. If conditions dictate, virtual/online format meetings can be accommodated.

Task 2.2 Community Meetings and Coordination:

Kimley-Horn will prepare for and facilitate two (2) Community Workshops in coordination with City staff. The purpose of the workshops will be to provide a presentation on the project and collect public feedback on issues to consider in refining project improvements. This feedback will be used during Task 3.1 Concept Refinement.

The content for each community meeting will be refined based on input from the kick-off meeting and subsequent biweekly meetings. In partnership with the City, Kimley-Horn will promote the community meetings via the City's social median channels and provide a forum to discuss issues and opportunities.

A draft and final flyer will be prepared for posting on the project website, emailing to stakeholders and persons on the project email contact list, and public posting (by City staff).

Task 2. - Project Information and Outreach Materials:

The outreach materials required for the meetings and coordination tasks above are included in this task and are assumed to be the following:

- PowerPoint presentation
- Meeting handouts
- Graphic poster boards
- Community meeting notice flyers

TASK DELIVERABLES

- Community meeting notice flyers (2)
- Public outreach materials for all community, stakeholder and local government meetings, including graphic poster boards (up to 6, 24"x36"), PowerPoint presentations, handouts, and signup and comment sheets.
- Summary meeting notes for all community, stakeholder and local government meetings

TASK 3 – Preliminary Engineering***Task 3.1 Concept Refinement:***

Based on City and stakeholder comments and input from the first community meeting, Kimley-Horn will refine the Williams Road Safety Improvements corridor design concepts. During concept refinement, options and trade-offs typically considered are variations on the roundabouts inscribed circle diameter and central island, location of the roundabout, and variations in the approach and departure geometry. Kimley-Horn will evaluate up to three (3) alternatives including connection to different cross section alternatives developed for the Alisal Streetscape Master Plan for the roadway segments between the roundabouts. Layouts will be developed in CADD using aerial images. The refined concepts will be submitted to the City for review and comment.

Key features evaluated during this phase typically include:

- Size and location of required intersection control relative to right-of-way and geometric constraints
- Local access / access control considerations
- Alignment of approaches and departures
- Cross section alternatives along Williams Road
- Travel paths for bicyclists and pedestrians
- Green street elements and storm water treatment areas
- Existing driveway locations
- Future conditions for roundabout to be considered and space left available for additional lanes

Underground utilities will not be considered in this evaluation.

It is assumed that constraints at the project location will be identified by the Client and provided to Kimley-Horn prior to development of the project concepts. This scope assumes development of one draft concept layout of each intersection control alternative.

Task 3.1 Deliverables:

- Concept alternatives (PDF).

Task 3.2 – Greenstreet & Stormwater Evaluation:

Kimley-Horn will prepare a stormwater treatment analysis for the project, which will include documenting treatment requirements, computing stormwater treatment areas, and identify opportunities and feasibility of implementing green street principles for storm water quality control. Alternatives may include but are not limited to impervious pavement, flow thru planters, underground storage, etc. The stormwater analysis will be submitted with the Concept Alternatives.

Task 3.3 - Urban Design Palate Concepts**Preliminary Landscape and Hardscape Concepts:**

Kimley-Horn will develop up to three (3) different conceptual improvement themes that will identify the colors, materials, textures, layout and general size of landscape and hardscape improvements. It is anticipated that this information will be conveyed through plans, elevations, sketches and sample character imagery. Consultant assumes up to one (1) round of revisions based on staff and/or stakeholder input. Additional revisions may be provided as additional services

Preferred Landscape and Hardscape Concept:

Kimley-Horn will utilize input received from staff and stakeholders on the preliminary landscape and hardscape design concepts to create one (1) final preferred theme for final design direction prior to beginning the PS&E phase. Concept will illustrate final colors, materials, textures, layout and general size of hardscape and landscape elements. It is anticipated that this information will be conveyed through plans, elevations, sketches and sample character imagery. Consultant assumes up to one (1) round of revisions based on staff and/or stakeholder input. Additional revisions may be provided as additional services

Task 3.4 – Utility Coordination:

Kimley-Horn will notify PG&E and request that if they plan to install new facilities within the project area that they coordinate with the City as soon as possible. Record plans received from PG&E will be reviewed to identify potential utility companies and conflicts with the proposed improvements as well as identify high priority facilities. We will create utility impacts exhibits, which identify areas of potential utility conflict or high priority facilities. We will work with PG&E and with the City to determine a strategy for dealing with utility conflicts, including adjustments, relocations, and protection in place. This scope assumes up to twenty (20) hours for this task.

Depending on the existing facilities within the project area, potholing may be required to determine exact locations of crossing utility conflicts or high priority facilities. Potholing recommendations will be made for work to be completed under Phase 2 of this project.

TASK DELIVERABLES

- Concept Alternatives (PDF)
- Stormwater Treatment Memorandum
- Draft and Final Concept Landscape and Hardscape Board (one (1) 24"x36" hardcopy board of final concept, PDF)

TASK 4 – Environmental Documentation

This scope of work for environmental documentation is consistent with Federal Highway Program Guidelines, Local Assistance Procedures Manual (LAPM), Local Assistance Program Guidelines (LAPG), the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). Both CEQA and NEPA are required due to core federal funding through the Cycle 2 Safe Streets for All (SS4A) Grant Program administered through FHWA.

All technical studies described herein will be prepared to comply with both CEQA and NEPA.

Task 4.1 - Preliminary Environmental Study (PES) Form and Area of Potential Effects (APE) Map

Environmental issues that may require further detailed study will be documented in the PES for City concurrence prior to the initiation of the technical study work program. Consultant will draft a PES Form for City review with respect to the proposed project details. The City reviewed PES Form will be submitted to FHWA for review and approval. Environmental manager will be available for one site visit with the City to review the area and take comments on the PES Form. The Caltrans-approved PES Form will act as the final work scope for the required NEPA compliance documentation.

As part of this task, the Consultant team will draft the Area of Potential Effects (APE) map for both Archaeology and Historic Architecture (as applicable) in coordination with the City and Caltrans. Once the City has reviewed and approved the APE map, the APE Map will be submitted, with the PES Form, for Caltrans Professionally Qualified Staff (PQS) approval. The APE map will then provide the cultural resources boundaries for the Caltrans PQS-prepared Screened Undertaking.

Task 4.2 Technical Study Work Program

Consultant proposes to prepare technical studies in conformance with the National Environmental Policy Act of 1969 (NEPA), pertinent FHWA regulations, Caltrans' *Environmental Handbook*, and the California Environmental Quality Act (CEQA). Consultant will coordinate with Caltrans staff to formalize the specific content and format requirements for each study. The Consultant team has developed the following technical study work plan to satisfy City and Caltrans' environmental requirements (*budgets for the following tasks assume responses on two consolidated, non-conflicting sets of City / Caltrans review comments*).

Subtask 4.2.1: Air Quality Analysis

Based on our experience with Caltrans District 5, a review of the project concepts, and a review of the Caltrans PES Form, Consultant anticipates that air quality can be addressed within the context of the environmental document for construction purposes and would not require a technical study. In addition, the project is exempt from air quality conformity based on 40 CFR 93.126, Table 2, which lists Traffic Control Devices and Operating Assistance Other than Signalization Projects, as exempt from the requirement that a conformity determination be made.

Consistent with this Scope of Services, Consultant will prepare a Project of Air Quality Concern (POAQC) checklist. Accordingly, the following air quality technical study will be completed:

Fugitive dust and equipment exhaust emissions from construction activities will be quantitatively evaluated using the latest version of the Roadway Construction Emissions Model (RCEM). As the project involves a multi-lane roundabout and would not add roadway capacity or involve other physical roadway modifications, the analysis will briefly describe that the proposed project would improve intersection operations and not negatively impact air quality.

The particulate matter analysis will require PM_{2.5} interagency consultation with the Association of Monterey Bay Governments (AMBAG) Regional Planning Partnership Project Level Conformity Group to determine project level conformity.

This scope assumes that the project would not be a POAQC as determined by the checklist and related technical study.

- This scope assumes that AMBAG interagency consultation will be conducted via teleconference.
- This scope excludes operational emissions quantification.
- This scope excludes Quantitative Transportation Conformity Hot-Spot Analysis.

Subtask 4.2.2: Acoustical Analysis

Consultant will prepare a noise study report consistent with the Caltrans Noise Analysis Protocol (May 2011) and Technical Noise Supplement (TeNS) to address traffic noise impacts on land uses located adjacent to the proposed project. Noise standards regulating noise impacts, including the Federal Highway Administration (FHWA) Noise Abatement Criteria (NAC) and applicable local noise ordinances, will be discussed for land uses located adjacent to the project. The areas with potential future traffic noise impacts will be identified using land use information, aerial photographs, and field reconnaissance. A discussion of any existing sensitive uses and approved future uses in the project vicinity will be included.

Ambient noise level measurements will be conducted to establish the existing noise environment at representative noise-sensitive land uses along Williams Road within the project area. Short-term (20-minute) noise level measurements will be conducted at up to four locations with concurrent traffic counts to document the existing noise environment and to calibrate the traffic noise model. Long-term 24-hour noise level measurements will be conducted at one representative location to identify the peak traffic noise hour. Observations of other noise sources, barriers, terrains, building heights, and other site-specific information will be noted during each measurement period.

Short-term noise impacts from project construction sources will be analyzed based on the equipment expected to be used, length of a specific construction task, equipment power type (gasoline or diesel engine), horsepower, load factor, and percentage of time in use. The construction noise impact will be evaluated in terms of maximum levels (L_{max}) and the frequency of occurrence at adjacent noise-sensitive locations. Analysis requirements will be based on the sensitivity of the area and the City's Noise Ordinance specifications.

The Federal Highway Administration (FHWA) Traffic Noise Model (TNM) version 2.5 will be used to evaluate the traffic noise levels associated with the following project scenarios: Existing, Future No Build, and one Future Build Alternative. Model input data include peak hour traffic volumes, vehicle mix among autos, medium and heavy trucks, vehicle speeds, ground attenuation factors, and roadway configurations. The existing and future traffic conditions will assume either the worst-case traffic condition or the peak-hour traffic volumes provided in limited traffic study, whichever is lower.

Noise abatement measures (noise barriers) designed to reduce long-term traffic noise impacts by 5 dBA or more, as required to be feasible, will be evaluated if warranted. This Scope of Services assumes that, based on these findings, a Noise Abatement Decision Report will not be required.

Task 4.2.3: Hazardous Materials Memorandum

Consultant will prepare the Initial Site Assessment (ISA) in general accordance with the Caltrans ISA guidelines and ASTM Standard E-1527-13. Exceptions in the Phase I standard include: 1) no title searches or property appraisals will be performed for the subject property and vicinity, and 2) no direct interviews of the owners of the subject parcels except for City staff will be performed. Soil sampling and testing will not be performed as part of the Phase I ISA. Should additional analysis including soil testing be required, this can be accommodated under a separate scope of work.

Consultant will review available data, including previous studies, Resource Conservation and Recovery Act (RCRA) facility inspections and plans, site investigation reports, groundwater monitoring reports, and federal and state record reviews within one mile of the Project site. The available records will be used to determine the potential presence of RECs by previous land use and any historic operations that have had a high probability of RECs. This research will also be used to help support the absence of RECs.

Subtask 4.2.4: Natural Environment Study

Consultant will prepare a report discussing the results of a literature review and field studies, and analysis of potential project impact on natural resources. The report will provide information on use of the site (known and potential) by sensitive species identified during the desktop review and surveys. Potential use of the project area by special-status wildlife and plant species will be ranked qualitatively depending upon the suitability of the habitat and/or proximity of any known records found during the database search. Species observed on-site will be reported in the findings. Based on the findings and likelihood of occurrences of special-status species, Consultant will include a discussion of potential constraints that may be required during project activities to further inform project design and implementation. The report will provide an analysis of special-status species and habitats within the project area, and will include an impact analyses and provide mitigation measures. In addition, Sequoia will develop a detailed set of maps representing habitat types as well as observed and historic locations of special-status species on and in the vicinity of the project site. Consultant will perform research and compile online database lists of special-status species from the following sources:

- U.S. Fish and Wildlife Service (USFWS), National Marine Fisheries Service (NMFS), California Department of Fish and Wildlife (CDFW) California Natural Diversity Database (CNDDDB), and California Native Plant Society (CNPS), and
- Existing peer-reviewed literature, environmental documents, etc.

Consultant will then conduct a reconnaissance-level site visit to determine what biological resources and special-status species habitat may be present. Consultant will prepare a NES report following the Caltrans Standard Environmental Reference template format. The NES will evaluate all observed biological resources and provide avoidance and minimization measures for resources with potential to occur in or near the project site. The NES will include mapping indicating the locations of suitable habitat for federally protected species. It will also include avoidance and minimization measures to minimize the project's impacts/effects to biological resources.

Subtask 4.2.5: Cultural Resources

APE Map: All Section 106 project reports must include a formal area of potential effect (APE) map. The project archaeologist will prepare a draft text description and map depicting the project's cultural resources APE (see Task 4.1). The APE will include all areas within the proposed excavation extent as well as all project support areas, such as staging areas and temporary access roads, if needed. The APE map will be reviewed and approved by Caltrans and may need to be modified if there are alterations to the project or if Caltrans has comments on the map. The APE map will be included in the final technical report.

Background Research: The project archaeologist will conduct a California Historical Resources Information Systems (CHRIS) records search for the APE and a 0.25-mile radius at the Northwest Information Center (NWIC), which houses cultural resource records for Monterey County. The purpose of the records search will be to identify any previously recorded cultural resources that may be located within the APE. In addition to a review of previously prepared site records and reports, the records search will also review historical

maps, ethnographies, the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), the California Built Environment Resources Directory (BERD), and the lists of California State Historical Landmarks, California Points of Historical Interest, and Archaeological Determinations of Eligibility. Moreover, the archaeologist will review soil maps to determine if there is a potential for buried cultural resources to be present within the APE.

Concurrently, the Native American Heritage Commission (NAHC) will be contacted for a review of their Sacred Lands File (SLF) database. The NAHC will determine if any NAHC-listed Native American sacred lands are located within the APE. In addition, the NAHC will provide a list of Native American contacts who may have additional information about cultural or tribal cultural resources in the vicinity of the Project. The archaeologist will prepare and mail one round of letters to the NAHC-listed contacts, requesting that they contact us if they know of any Native American cultural resources in the vicinity of the project.

Fieldwork: The project team's archaeologists will conduct an intensive surface survey (10-to-15-meter transects) of all accessible land within the APE. The purpose of the survey will be to determine presence/absence of prehistoric and/or historical period cultural materials as well as surface topography and soil characteristics that suggest potential for buried cultural materials.

Reporting: The project team will prepare a final technical report that documents the results of the background research and field efforts and contains recommendations for the project moving forward. The report will be compliant with Section 106 of the NHPA and address CEQA requirements.

Subtask 4.2.6: Visual Assessment Memorandum

It is anticipated that the Caltrans' Questionnaire to Determine Visual Impact Assessment (VIA) Level score would be below 15 for this project. Therefore, the appropriate document level is a technical memorandum. The Consultant will prepare the memorandum consistent with the current Caltrans Landscape Architecture Program's recommended outline per the SER. The Memorandum will briefly discuss the existing visual setting, sensitive receptors, and will analyze the visual change as compared to baseline conditions. This analysis will summarize the project's visual change. The brief technical memorandum will address visual issues and provide a rationale why a formal technical study is not required, per the Caltrans SER. This scope excludes formal visual report preparation, viewshed mapping analysis, Key View analysis, and photo simulations.

Subtask 4.2.7: Traffic and Circulation Memo

Data Collection and Meetings

This scope of work will build off of the previous Intersection Control Evaluation (ICE) prepared for the project. Kimley-Horn shall be entitled to rely on the completeness and accuracy of all information provided by the City. Prior to initiating work on this task, Kimley-Horn will scope traffic study approach with City staff. Any additional analysis not included in this scope of work may require an amendment to scope and fee.

The City shall provide all information requested by Kimley-Horn during the project including, but not limited to the following:

- Recent/relevant project area traffic data (i.e., volumes, classifications, speeds, collisions, etc.)

- Forecast traffic data (volume, truck volumes, etc.) in readily useable format for Cumulative Conditions
- Seasonal adjustment factors to convert average daily traffic (ADT) to average annual daily traffic (AADT)

Kimley-Horn will complete a site visit of the immediate project vicinity to observe existing operations and lane configurations, vehicle storage lengths, existing traffic control, speed limits, lane utilization, adjacent land uses, and other readily apparent features for the study facilities that are deemed by Kimley-Horn to be relevant to the Scope of Services.

This Scope of Services includes collection of three (3) total 48-hour weekday, AM and PM peak-period intersection turning movement counts (2 hours each peak, 8 hours total per intersection). We will also collect up to three (3) 7-day bi-directional roadway volume and vehicle classification counts. The purpose of this data is to inform the existing conditions operations analysis, and to establish the existing truck volumes.

Kimley-Horn will participate in up to two (2) total project meetings.

Local Transportation Analysis (LTA)

A weekday AM and PM peak-hour local transportation analysis (LTA) will be completed. This analysis will include a Level of Service (LOS) analysis for the following scenarios:

- A. Opening Year Conditions⁺
- B. Opening Year plus Proposed Project Conditions⁺⁺
- C. Cumulative Conditions⁺⁺⁺
- D. Cumulative plus Proposed Project Conditions⁺⁺

⁺ To be established by manually adding annual growth to the existing traffic count volumes

⁺⁺ "Proposed Project" involves the conversion from Side-Street Stop Control (SSSC) to Roundabout

⁺⁺⁺ To be established using readily-useable data to be provided by the City

The LOS analysis will be completed for the single project intersection. LOS will be determined for the time periods and analysis scenarios listed above. LOS for each scenario will be determined using methods defined in the *Highway Capacity Manual*, using appropriate traffic analysis software (Synchro® and Sidra®) .

Efforts completed in this Task will be documented in brief technical memorandum format with graphics as deemed appropriate by Kimley-Horn. We will prepare and submit electronic copies of the following deliverables to the project team:

- Draft – comprehensive traffic study
- Final – incorporation of consolidated, non-conflicting comments on the Draft

Task 4.3 NEPA Documentation

Consultant will prepare a NEPA CatEx, with supporting technical studies identified above, pursuant to Section 23 USC 326, 23 CFR 771 activity (c)(23). Consultant will also prepare a Draft Environmental Commitments Record (ECR), if necessary, which will be submitted to Caltrans for review and approval. Should any of the studies identify the need to prepare the more time-consuming Environmental Assessment, a separate scope and fee will be provided to the City.

Task 4.4 CEQA Initial Study/Mitigated Negative Declaration

Consultant will prepare the IS/MND for the roundabout project in conformance with CEQA and the regulations, requirements, and procedures of the City and other responsible Public Agencies with

jurisdiction by law. The analysis will focus on the potential direct and indirect effects of the roundabout projects, considering the environmental resources within and immediately surrounding the existing Williams Road corridor.

Administrative Draft IS/MND

Consultant will prepare an Administrative Draft IS/MND in accordance with industry standards and City CEQA criteria. Consultant will evaluate relevant and readily available information with respect to the existing conditions, the potential adverse effects of project implementation (both individual and cumulative), and measures to mitigate such effects.

Consultant will conduct quality control review of each IS/MND submittal prior to its submittal to City for review. The IS/MND will be reviewed for compliance with CEQA guidelines and requirements. Consultant will review the document to make sure that the IS/MND is consistent with the guidelines related to CEQA, City regulations, and any other applicable guidelines, regulations, or laws. In addition, the analysis in each environmental topical section will be evaluated to verify that the potential indirect and direct impacts of the proposed project are thoroughly addressed, and adequate minimization, avoidance or mitigation measures are included.

Consultant will prepare the Administrative Draft IS/MND and submit electronically to the City for review.

Should one or more impacts be identified as significant and unavoidable after mitigation, thus necessitating the preparation of an Environmental Impact Report (EIR) under CEQA, a separate scope of work and budget can be prepared for the City.

Screencheck Draft IS/MND

Upon receipt of City review comments, Consultant will revise the Administrative Draft IS/MND and provide a Screencheck Draft IS/MND for final City approval prior to public review. Consultant will respond up to two (2) rounds of City comments received on the Administrative Draft IS/MND.

Public Distribution and Review

Electronic document availability is highly recommended and encouraged. However, up to five (5) copies of the Public Review Draft IS/MND will be provided for public review at public locations. Consultant will also prepare required noticing. Document distribution to local agencies or property owners shall be the responsibility of the City. Consultant can assist with electronic document submittal to the State Clearinghouse if requested by the City.

Consultant will work with the City to prepare a Notice of Intent to Adopt a Mitigated Negative Declaration and Notice of Availability for an Initial Study for publication in the newspaper of general circulation.

Response to Comments

Consultant will respond to comments received on the Draft IS/MND during the 30-day public review period. The Draft Responses to Comments will be prepared for review by City staff. Following review of the Draft Responses to Comments, Consultant will finalize the Response to Comments section for inclusion in the Final IS/MND. This scope of work assumes 40 hours of effort for the response to comments.

Final Environmental Document

To comply with the Public Resources Code Section 21081.6 (AB 3180), Consultant will prepare a Draft Mitigation Monitoring and Reporting Program (MMRP) which will be submitted to the City for review and approval. Consultant will respond to one (1) complete set of City comments on the Draft MMRP. The Draft MMRP will be defined through working with staff to identify appropriate monitoring steps and procedures in order to provide a basis for monitoring such measures during and upon

project implementation. The Final IS/MND will be assembled including the Draft IS/MND, Comments and Responses, Technical Appendices, and Final MMRP.

Consultant will complete the CEQA process for environmental clearance including the filing of the Notice of Determination (NOD). A draft NOD will be prepared and submitted to the City for review and comment. Following the review, Consultant will prepare a Final NOD and submit to the City. Consultant will work with the City to file the NOD with the City Clerk's office within five (5) days of the City approval of the IS/MND and/or project. At that time, the City will also pay the current CDFW CEQA Document Filing Fee. The filing fee is not included in the budget.

Task 4.5 Environmental Coordination and Meeting Attendance

Project Coordination: Kimley-Horn's environmental task leader will provide project management, review, quality control/quality assurance throughout the duration of Task 4. The task leader will coordinate with state and local agencies regarding the environmental documents.

Meeting Attendance: Consultant's environmental task leader estimates and has budgeted for up to 12 meetings with City staff. Meetings include the PES Form site visit, a "kick-off meeting", and ongoing project status/strategy meetings, and up to 2 public meetings. This scope of work assumes a total of 40 hours for meeting and coordination time.

TASK DELIVERABLES

- Administrative Draft IS/MND (PDF)
- Public Review Draft IS/MND (with appendices/technical memos) (PDF)
- Written Responses to Public Comments (PDF)
- Mitigation Monitoring and Reporting Program (PDF)
- Draft CEQA Notices (NOI/NOA, NOC, NOD) (PDF)

Schedule

We will provide our services as noted in the above Scope of Services and will complete the work within a schedule mutually agreed to at the kick-off meeting.

Fee and Billing

Kimley-Horn will perform the services in Tasks 1 - 4 on a labor fee plus expense basis with the maximum labor fee shown below.

Task 1 Project Management, Coordination, & Documentation	\$ 39,790
Task 2 Public Outreach and Stakeholder Coordination	\$ 52,270
Task 3 Preliminary Engineering	\$ 66,700
Task 4 Environmental Documentation	\$ 160,130
Maximum Labor Fee	\$ 318,890
Direct Costs	\$ 59,975
Total Contract	\$ 378,865

Kimley-Horn will not exceed the total maximum labor fee shown without authorization from the Client. Individual task amounts are provided for budgeting purposes only. Kimley-Horn reserves the right to reallocate amounts among tasks as necessary.

Labor fee will be billed on an hourly basis according to our then-current rates. As to these tasks, direct reimbursable expenses such as express delivery services, fees, air travel, and other direct expenses will be billed at 1.10 times cost. A percentage of labor fee will be added to each invoice to cover certain other expenses as to these tasks such as telecommunications, in-house reproduction, postage, supplies, project related computer time, and local mileage. Administrative time related to the project may be billed hourly. All permitting, application, and similar project fees will be paid directly by the Client. Should the Client request Kimley-Horn to advance any such project fees on the Client's behalf, an invoice for such fees, with a ten percent (10%) markup, will be immediately issued to and paid by the Client.

Payment will be due within 30 days of your receipt of the invoice and should include the invoice number and Kimley-Horn project number.

Additional Work

Kimley Horn is fully prepared to immediately start the preparation of plans, specifications, and estimates (PS&E) construction documents should the City seek to continue the contract.

We appreciate the opportunity to provide these services to you. Please contact me at (916) 571-1016 if you have any questions.

Very truly yours,



P.E. No. C59500

KIMLEY-HORN AND ASSOCIATES, INC.

Sean Houck, P.E.

CITY OF SALINAS
Williams Road SS4A PA&ED

		Kimley-Horn and Associates, Inc.								TOTAL HOURS	TOTAL COST
Hourly Billing Rate		Sr. Professional II	Sr. Professional II	Sr. Professional I	Sr. Professional I	Professional	Analyst II	Analyst I	Project Support		
		\$415	\$360	\$325	\$275	\$255	\$225	\$175	\$150		
Task 1	Project Management, Coordination, & Documentation		42		2	84			18	146	\$ 39,790
1.1	Project & Grant Administration					30			18	48	\$ 10,350
1.2	Coordination and Meetings		40			40				80	\$ 24,600
1.3	Coordination for RFA for PS&E		2		2	14				18	\$ 4,840
Task 2	Public Outreach and Stakeholder Coordination	4	42	12	10	68	20	40		196	\$ 52,270
2.1	Stakeholder Coordination										
2.1.1	City Staff Design Meetings		8			8				16	\$ 4,920
2.1.2	Stakeholder Meetings		6			10				16	\$ 4,710
2.1.3	Meetings with City Council Members and City Commission Groups		8			12				20	\$ 5,940
2.2	Community Meetings and Coordination		12			18				30	\$ 8,910
2.3	Project Information and Outreach Materials	4	8	12	10	20	20	40		114	\$ 27,790
Task 3	Preliminary Engineering		10	34	10	110	40	70		274	\$ 66,700
3.1	Concept Refinement		10	6	4	40	40	60		160	\$ 36,350
3.2	Greenstreet & Stormwater Evaluation			20		50				70	\$ 19,250
3.3	Urban Design Palate Concepts			6		20				26	\$ 7,050
3.4	Utility Coordination			2	6			10		18	\$ 4,050
Task 4	Environmental Documentation	2		98	106	220	72	110	45	653	\$ 160,130
4.1	PES and APE Map			6				20		26	\$ 5,450
4.2	Technical Study Work Program										
4.2.1	Air Quality Analysis			2	20	35				57	\$ 15,075
4.2.2	Acoustical Analysis			2	16	45				63	\$ 16,525
4.2.3	Hazardous Materials Memorandum					20				20	\$ 5,100
4.2.4	Natural Environment Study/Biological Assessment			2			2			4	\$ 1,100
4.2.5	Cultural Resources			2	40	40			15	97	\$ 24,100
4.2.6	Visual Assessment Memorandum			2			10			12	\$ 2,900
4.2.7	Traffic and Circulation Memorandum	2		16	30	40	60	20	10	178	\$ 42,980
4.3	NEPA Documentation			16						16	\$ 5,200
4.4	CEQA Initial Study/Mitigated Negative Declaration			20		40		60	20	140	\$ 30,200
4.5	Environmental Coordination and Meeting Attendance			30				10		40	\$ 11,500
	TOTAL HOURS	6	94	144	128	482	132	220	63	1269	
	Subtotal Labor:	\$2,490	\$33,840	\$46,800	\$35,200	\$122,910	\$29,700	\$38,500	\$9,450		\$ 318,890
	Other Direct Costs										\$ 59,975
	Escalation										\$ 7,975
	Natural Environment Study/Biological Assessment										\$ 40,000
	NDS Traffic Counts										\$ 10,000
	Travel/Mileage										\$ 2,000
	TOTAL COST:										\$ 378,865

**KIMLEY-HORN AND ASSOCIATES, INC.
STANDARD PROVISIONS**

- 1) **Kimley-Horn's Scope of Services and Additional Services.** Kimley-Horn will perform only the services specifically described in this Agreement. If requested by the Client and agreed to by Kimley-Horn, Kimley-Horn will perform Additional Services, which shall be governed by these provisions. Unless otherwise agreed to in writing, the Client shall pay Kimley-Horn for any Additional Services an amount based upon Kimley-Horn's then-current hourly rates plus an amount to cover certain direct expenses including telecommunications, in-house reproduction, postage, supplies, project related computer time, and local mileage. Other direct expenses will be billed at 1.15 times cost.
- 2) **Client's Responsibilities.** In addition to other responsibilities herein or imposed by law, the Client shall:
 - a. Designate in writing a person to act as its representative, such person having complete authority to transmit instructions, receive information, and make or interpret the Client's decisions.
 - b. Provide all information and criteria as to the Client's requirements, objectives, and expectations for the project and all standards of development, design, or construction.
 - c. Provide Kimley-Horn all available studies, plans, or other documents pertaining to the project, such as surveys, engineering data, environmental information, etc., all of which Kimley-Horn may rely upon.
 - d. Arrange for access to the site and other property as required for Kimley-Horn to provide its services.
 - e. Review all documents or reports presented by Kimley-Horn and communicate decisions pertaining thereto within a reasonable time so as not to delay Kimley-Horn.
 - f. Furnish approvals and permits from governmental authorities having jurisdiction over the project and approvals and consents from other parties as may be necessary.
 - g. Obtain any independent accounting, legal, insurance, cost estimating, and feasibility services required by Client.
 - h. Give prompt written notice to Kimley-Horn whenever the Client becomes aware of any development that affects Kimley-Horn's services or any defect or noncompliance in any aspect of the project.
- 3) **Period of Services.** Unless otherwise stated herein, Kimley-Horn will begin work after receipt of a properly executed copy of this Agreement. This Agreement assumes conditions permitting continuous and orderly progress through completion of the services. Times for performance shall be extended as necessary for delays or suspensions due to circumstances that Kimley-Horn does not control. If such delay or suspension extends for more than six months, Kimley-Horn's compensation shall be renegotiated.
- 4) **Method of Payment.** Client shall pay Kimley-Horn as follows:
 - a. Invoices will be submitted periodically for services performed and expenses incurred. Invoices are due and payable upon presentation. Client shall pay Kimley-Horn a time price differential of one and one-half percent (1.5%) of the outstanding amount of each invoice that is overdue for more than 30 days. The Client shall also pay any applicable sales tax. All retainers will be held by Kimley-Horn and applied against the final invoice. If the Client fails to make any payment due under this or any other agreement within 30 days after presentation, Kimley-Horn may, after giving notice to the Client, suspend services and withhold deliverables until all amounts due are paid, and may commence legal proceedings including filing liens to secure payment.
 - b. If the Client relies on payment or proceeds from a third party to pay Kimley-Horn and Client does not pay Kimley-Horn's invoice within 60 days of receipt, Kimley-Horn may communicate directly with such third party to secure payment.
 - c. If the Client objects to an invoice, it must advise Kimley-Horn in writing giving its reasons within 14 days of receipt of the invoice or the Client's objections will be waived, and the invoice shall conclusively be deemed due and owing. If the Client objects to only a portion of the invoice, payment for all other portions remains due.
 - d. If Kimley-Horn initiates legal proceedings to collect payment, it may recover, in addition to all amounts due, its reasonable attorneys' fees, reasonable experts' fees, and other expenses related to the proceedings. Such expenses shall include the cost, at Kimley-Horn's normal hourly billing rates, of the time devoted to such proceedings by its employees.
 - e. The Client agrees that the payment to Kimley-Horn is not subject to any contingency or condition. Kimley-Horn may negotiate payment of any check tendered by the Client, even if the words "in full satisfaction" or words intended to have similar effect appear on the check without such negotiation being an accord and satisfaction of any disputed debt and without prejudicing any right of Kimley-Horn to collect additional amounts from the Client.

- 5) **Use of Documents.** All documents and data prepared by Kimley-Horn are related exclusively to the services described in this Agreement and may be used only if the Client has satisfied all of its obligations under this Agreement. They are not intended or represented to be suitable for use or reuse by the Client or others on extensions of this project or on any other project. Any modifications by the Client to any of Kimley-Horn's documents, or any reuse of the documents without written authorization by Kimley-Horn will be at the Client's sole risk and without liability to Kimley-Horn, and the Client shall indemnify, defend and hold Kimley-Horn harmless from all claims, damages, losses and expenses, including but not limited to attorneys' fees, resulting therefrom. Kimley-Horn's electronic files and source code remain the property of Kimley-Horn and shall be provided to the Client only if expressly provided for in this Agreement. Any electronic files not containing an electronic seal are provided only for the convenience of the Client and use of them is at the Client's sole risk. In the case of any defects in the electronic files or any discrepancies between them and the hardcopy of the documents prepared by Kimley-Horn, the hardcopy shall govern.
- 6) **Intellectual Property.** Kimley-Horn may use or develop its proprietary software, patents, copyrights, trademarks, trade secrets, and other intellectual property owned by Kimley-Horn or its affiliates ("Intellectual Property") in the performance of this Agreement. Unless explicitly agreed to in writing by both parties to the contrary, Kimley-Horn maintains all interest in and ownership of its Intellectual Property and conveys no interest, ownership, license to use, or any other rights in the Intellectual Property to Client. Any enhancements of Intellectual Property made during the performance of this Agreement are solely owned by Kimley-Horn and its affiliates. If Kimley-Horn's services include providing Client with access to or a license for Kimley-Horn's (or its affiliates') proprietary software or technology, Client agrees to the terms of the Software License Agreement set forth at <https://www.kimley-horn.com/khts-software-license-agreement> ("the License Agreement") which terms are incorporated herein by reference.
- 7) **Opinions of Cost.** Because Kimley-Horn does not control the cost of labor, materials, equipment or services furnished by others, methods of determining prices, or competitive bidding or market conditions, any opinions rendered as to costs, including but not limited to the costs of construction and materials, are made solely based on its judgment as a professional familiar with the industry. Kimley-Horn cannot and does not guarantee that proposals, bids or actual costs will not vary from its opinions of cost. If the Client wishes greater assurance as to the amount of any cost, it shall employ an independent cost estimator. Kimley-Horn's services required to bring costs within any limitation established by the Client will be paid for as Additional Services.
- 8) **Termination.** The obligation to provide further services under this Agreement may be terminated by either party upon seven days' written notice in the event of substantial failure by the other party to perform in accordance with the terms hereof, or upon thirty days' written notice for the convenience of the terminating party. Kimley-Horn shall be paid for all services rendered and expenses incurred to the effective date of termination, and other reasonable expenses incurred by Kimley-Horn as a result of such termination.
- 9) **Standard of Care.** The standard of care applicable to Kimley-Horn's services will be the degree of care and skill ordinarily exercised by consultants performing the same or similar services in the same locality at the time the services are provided. No warranty, express or implied, is made or intended by Kimley-Horn's performance of services, and it is agreed that Kimley-Horn is not a fiduciary with respect to the Client.
- 10) **LIMITATION OF LIABILITY.** In recognition of the relative risks and benefits of the Project to the Client and Kimley-Horn, the risks are allocated such that, to the fullest extent allowed by law, and notwithstanding any other provisions of this Agreement or the existence of applicable insurance coverage, that the total liability, in the aggregate, of Kimley-Horn and Kimley-Horn's officers, directors, employees, agents, and subconsultants to the Client or to anyone claiming by, through or under the Client, for any and all claims, losses, costs or damages whatsoever arising out of or in any way related to the services under this Agreement from any causes, including but not limited to, the negligence, professional errors or omissions, strict liability or breach of contract or any warranty, express or implied, of Kimley-Horn or Kimley-Horn's officers, directors, employees, agents, and subconsultants, shall not exceed twice the total compensation received by Kimley-Horn under this Agreement or \$50,000, whichever is greater. Higher limits of liability may be negotiated for additional fee. This Section is intended solely to limit the remedies available to the Client or those claiming by or through the Client, and nothing in this Section shall require the Client to indemnify Kimley-Horn.
- 11) **Mutual Waiver of Consequential Damages.** In no event shall either party be liable to the other for any consequential, incidental, punitive, or indirect damages including but not limited to loss of income or loss of profits.

- 12) **Construction Costs.** Under no circumstances shall Kimley-Horn be liable for extra costs or other consequences due to unknown conditions or related to the failure of contractors to perform work in accordance with the plans and specifications. Kimley-Horn shall have no liability whatsoever for any costs arising out of the Client's decision to obtain bids or proceed with construction before Kimley-Horn has issued final, fully approved plans and specifications. The Client acknowledges that all preliminary plans are subject to substantial revision until plans are fully approved and all permits obtained.
- 13) **Certifications.** All requests for Kimley-Horn to execute certificates, lender consents, or other third-party reliance letters must be submitted to Kimley-Horn at least 14 days prior to the requested date of execution. Kimley-Horn shall not be required to execute certificates, consents, or third-party reliance letters that are inaccurate, that relate to facts of which Kimley-Horn does not have actual knowledge, or that would cause Kimley-Horn to violate applicable rules of professional responsibility.
- 14) **Dispute Resolution.** All claims arising out of this Agreement or its breach shall be submitted first to mediation in accordance with the American Arbitration Association as a condition precedent to litigation. Any mediation or civil action by Client must be commenced within one year of the accrual of the cause of action asserted but in no event later than allowed by applicable statutes.
- 15) **Hazardous Substances and Conditions.** Kimley-Horn shall not be a custodian, transporter, handler, arranger, contractor, or remediator with respect to hazardous substances and conditions. Kimley-Horn's services will be limited to analysis, recommendations, and reporting, including, when agreed to, plans and specifications for isolation, removal, or remediation. Kimley-Horn will notify the Client of unanticipated hazardous substances or conditions of which Kimley-Horn actually becomes aware. Kimley-Horn may stop affected portions of its services until the hazardous substance or condition is eliminated.
- 16) **Construction Phase Services.**
 - a. If Kimley-Horn prepares construction documents and Kimley-Horn is not retained to make periodic site visits, the Client assumes all responsibility for interpretation of the documents and for construction observation, and the Client waives any claims against Kimley-Horn in any way connected thereto.
 - b. Kimley-Horn shall have no responsibility for any contractor's means, methods, techniques, equipment choice and usage, equipment maintenance and inspection, sequence, schedule, safety programs, or safety practices, nor shall Kimley-Horn have any authority or responsibility to stop or direct the work of any contractor. Kimley-Horn's visits will be for the purpose of endeavoring to provide the Client a greater degree of confidence that the completed work of its contractors will generally conform to the construction documents prepared by Kimley-Horn. Kimley-Horn neither guarantees the performance of contractors, nor assumes responsibility for any contractor's failure to perform its work in accordance with the contract documents.
 - c. Kimley-Horn is not responsible for any duties assigned to it in the construction contract that are not expressly provided for in this Agreement. The Client agrees that each contract with any contractor shall state that the contractor shall be solely responsible for job site safety and its means and methods; that the contractor shall indemnify the Client and Kimley-Horn for all claims and liability arising out of job site accidents; and that the Client and Kimley-Horn shall be made additional insureds under the contractor's general liability insurance policy.
- 17) **No Third-Party Beneficiaries; Assignment and Subcontracting.** This Agreement gives no rights or benefits to anyone other than the Client and Kimley-Horn, and all duties and responsibilities undertaken pursuant to this Agreement will be for the sole benefit of the Client and Kimley-Horn. The Client shall not assign or transfer any rights under or interest in this Agreement, or any claim arising out of the performance of services by Kimley-Horn, without the written consent of Kimley-Horn. Kimley-Horn reserves the right to augment its staff with subconsultants as it deems appropriate due to project logistics, schedules, or market conditions. If Kimley-Horn exercises this right, Kimley-Horn will maintain the agreed-upon billing rates for services identified in the contract, regardless of whether the services are provided by in-house employees, contract employees, or independent subconsultants.
- 18) **Confidentiality.** The Client consents to the use and dissemination by Kimley-Horn of photographs of the project and to the use by Kimley-Horn of facts, data and information obtained by Kimley-Horn in the performance of its services. If, however, any facts, data or information are specifically identified in writing by the Client as confidential, Kimley-Horn shall use reasonable care to maintain the confidentiality of that material.
- 19) **Miscellaneous Provisions.** This Agreement is to be governed by the law of the State of California. This Agreement contains the entire and fully integrated agreement between the parties and supersedes all prior

and contemporaneous negotiations, representations, agreements, or understandings, whether written or oral. Except as provided in Section 1, this Agreement can be supplemented or amended only by a written document executed by both parties. Any conflicting or additional terms on any purchase order issued by the Client shall be void and are hereby expressly rejected by Kimley-Horn. If Client requires Kimley-Horn to register with or use an online vendor portal for payment or any other purpose, any terms included in the registration or use of the online vendor portal that are inconsistent or in addition to these terms shall be void and shall have no effect on Kimley-Horn or this Agreement. Any provision in this Agreement that is unenforceable shall be ineffective to the extent of such unenforceability without invalidating the remaining provisions. The non-enforcement of any provision by either party shall not constitute a waiver of that provision nor shall it affect the enforceability of that provision or of the remainder of this Agreement.



**AMENDMENT NUMBER 1 TO THE AGREEMENT BETWEEN THE CITY OF SALINAS AND
KIMLEY-HORN AND ASSOCIATES, INC. FOR THE
WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT**

This is Amendment number 1 dated December 6, 2024, to the agreement between City of Salinas ("Client") and Kimley-Horn and Associates, Inc. ("Consultant") dated April 9, 2024 ("the Agreement") concerning Professional Services for the City of Salinas Williams Road Safe Street Corridor Project PA&ED (the "Project").

The Consultant has entered into the Agreement with Client for the furnishing of professional services, and the parties now desire to amend the Agreement.

Therefore, it is mutually agreed that the Agreement is amended to include Additional Services to be performed by Consultant and provisions for additional compensation by the Client to the Consultant, all as set forth below. The Agreement is amended to include services to be performed by Consultant for compensation as set forth below in accordance with the terms of the Agreement, which are incorporated by reference.

The amended agreement is needed to update the previously prepared Preliminary Environmental Study (PES) form to include elements in the John/Williams ATP project as requested by Caltrans. Accordingly, this amendment includes tasks to update the PES, Initial Study/Mitigated Negative Declaration (IS/MND), and associated technical reports needed to support those documents. These efforts are discussed in additional detail provided below.

Consultant will perform the following services:

Task 1: Update Preliminary Environmental Study (PES) Form and Area of Potential Effects (APE) Map.

Consultant will update the previously prepared PES Form and resubmit to the City and Caltrans for review with respect to added project elements from the John/Williams ATP project. The Consultant will continue to use the Caltrans-approved PES Form as the final work scope for the required NEPA compliance documentation.

As part of this task, the Consultant team will draft a revised Area of Potential Effects (APE) map for both Archaeology and Historic Architecture (as applicable) in coordination with the City and Caltrans. The revised APE map will be submitted to Caltrans Professionally Qualified Staff (PQS) for approval for use in the anticipated PQS-prepared Screened Undertaking.

Task 2: Update the Initial Study/Mitigated Negative Declaration

Consultant will update the IS/MND to include the added project elements from the John/Williams ATP project. Updates to the document will be in conformance with CEQA and the regulations, requirements, and procedures of the City and other responsible Public Agencies with jurisdiction by law. This task will continue to include the same document review plan as shown in the original agreement including preparation of the *Administrative Draft IS/MND*, *Screencheck Draft IS/MND*, *Public Review and*

Distribution, Response to Comments, and preparation of the Final Environmental Document.

Task 3: Technical Study Work Program

Consultant will update the technical studies defined in the technical study work plan to include the added project elements from the John/Williams ATP project. Technical studies will be prepared to satisfy City and Caltrans' environmental requirements and be prepared in conformance with all previously discussed requirements Caltrans' Environmental Handbook, and the California Environmental Quality Act (CEQA). While we will update all technical reports as needed to support the environmental documents, due to the nature of the updated project elements and the percentage of the technical reports that have already been completed only the Air Quality Analysis, Natural Environmental Study, and Cultural Resources Study will have changes to cost. We also continue to anticipate, as previously discussed with the City, Caltrans will request additional study for hazards and hazardous materials, so no changes to that scope in that regard are presented at this time.

COMPENSATION

For the services set forth above, Client shall pay Consultant the following compensation:

Task 1.2: Coordination & Meetings	\$1,600
Task 4.1: PES and APE map.....	\$5,800
Task 4.2: Technical Reports	--
Task 4.2.1: Air Quality Analysis.....	\$5,700
Task 4.2.4: Natural Environmental Study.....	\$3,800
Task 4.2.5: Cultural Resources Study.....	\$14,700
Task 4.4: IS/MND.....	\$7,900
TOTAL:	\$39,500

Consultant will perform the additional Services in Task 4 for a total maximum fee not to exceed \$39,500 and total project fee of \$418,365. Labor fee will be billed on an percentage complete basis. Direct reimbursable expenses such as express delivery services, fees, and other direct expenses will be billed at 1.10 times cost. Five percent will be added to each invoice to cover certain other expenses such as telecommunications, in-house reproduction, postage, supplies, project related computer time, and local mileage.

Administrative time related to the project will be billed hourly. All permitting, application, and similar project fees will be paid directly by the Client. Payment will be due within 30 days of your receipt of the invoice.

CLIENT:

CONSULTANT:

City of Salinas

KIMLEY-HORN AND ASSOCIATES, INC.

By: _____



Title: _____

Sean Houck, P.E.
P.E. No. C59500

Date: _____

RESOLUTION NO. 22937 (N.C.S.)

A RESOLUTION APPROVING THE AGREEMENT FOR PROFESSIONAL SERVICES BETWEEN THE CITY OF SALINAS AND KIMLEY-HORN AND ASSOCIATES, INC. FOR THE WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT AND AUTHORIZING THE INTERIM CITY MANAGER TO ENTER INTO THE AGREEMENT ON BEHALF OF THE CITY; AND AUTHORIZING THE USE OF UP TO \$378,865 OF WILLIAMS RD UD/STREET/STREETSCAPE & MEDIAN ISLAND CIP FUNDS (5800.50.9071) FOR THE AGREEMENT WITH KIMLEY-HORN AND ASSOCIATES, INC. FOR THE WILLIAMS ROAD SAFE STREET CORRIDOR PROJECT

WHEREAS, On September 14, 2021, the City Council adopted the City of Salinas Vision Zero Action Plan; and

WHEREAS, the Action Plan identified Williams Road as the second highest collision corridor; and

WHEREAS, the City entered into a Master Service Agreement through Resolution No. 22563 with Kimley-Horn Associates, Inc. to provide on-call traffic and transportation services and related services; and

WHEREAS, on December 20, 2023, the City received notification that it was awarded \$16,000,000 of Safe Streets and Roads for All (SS4A) grant funds; and

WHEREAS, Kimley-Horn Associates assisted the City with the grant application; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves an agreement for Professional Services between the City of Salinas and Kimley-Horn and Associates, Inc. for the Williams Road Safe Street Corridor Project for \$378,864 and authorizes the Interim City Manager to enter into the agreement on behalf of the City; and

BE IT FURTHER RESOLVED that the Salinas City Council hereby approves the use of up to \$378,865 of Williams Rd UD/Street/Streetscape & Median Island CIP funds (5800.50.9071) for the agreement with Kimley-Horn and Associates, Inc. for the Williams Road Safe Street Corridor Project.

PASSED AND APPROVED this 9th day of April 2024, by the following vote:

AYES: Councilmembers Barrera, Gonzalez, McShane, Osornio, Rocha, Sandoval and Mayor Craig

NOES: None

ABSENT: None


ABSTAIN: None

APPROVED:

DocuSigned by:

E554E94E4CE64C8...
Kimbley Craig, Mayor

ATTEST:

DocuSigned by:

5BE31EC636A6432...
Patricia M. Barajas, City Clerk



Legislation Text

File #: ID#24-730, Version: 1

Amendment No. 1 to Agreement for Professional Service with SWA Group for the Alisal Vibrancy Plan: Streetscape Master Plan

Approve a Resolution authorizing the City Manager to execute Amendment No. 1 with SWA Group for additional scope of work to complete the Alisal Vibrancy Plan: Streetscape Master Plan and increase the total compensation by \$42,000, for a revised not to exceed amount of \$441,900.



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS, TRAFFIC & TRANSPORTATION DIVISION

FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR
LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

BY: ADRIANA ROBLES, CITY ENGINEER

TITLE: AMENDMENT NO. 1 TO AGREEMENT FOR PROFESSIONAL
SERVICE BETWEEN THE CITY OF SALINAS AND SWA GROUP
FOR THE ALISAL VIBRANCY PLAN: STREETSCAPE MASTER
PLAN

RECOMMENDED MOTION:

A motion to approve a resolution authorizing the City Manager to execute Amendment No. 1 with SWA Group for additional scope of work to complete the Alisal Vibrancy Plan: Streetscape Master Plan and increase the total compensation by \$42,000, for a revised not to exceed amount of \$441,900.

EXECUTIVE SUMMARY:

In November 2019, City Council accepted the Alisal Vibrancy Plan (AVP) as a key strategic planning document. The AVP builds on community work and recommendations collected through the Alisal Corridor Plan (Corridor Plan or ACP) approved by City Council in January 2019. The Corridor Plan is a complete streets concept that seeks to advance the goals of social equity, health, safety, and economic vitality along East Alisal Street. To advance implementation of the AVP's community recommended policies and actions, the City sought proposals for the Alisal Vibrancy Plan: Streetscape Master Plan (Master Plan). In April 2023, City Council authorized a design contract with SWA Group to develop the Master Plan. The project timeline has extended several months causing additional work. Staff is seeking authorization to execute Amendment No. 1 to increase the total compensation by \$42,000 for a new not to exceed amount of \$441,900.

BACKGROUND:

In 2016, the City of Salinas, in partnership with the Local Government Commission and Building Healthy Communities, received a Caltrans Sustainable Communities grant to prepare a complete street plan to advance the goals of social equity, health, safety and economic vitality along East Alisal Street in the East Salinas neighborhood. The Alisal Corridor Plan (Corridor Plan or ACP) was developed to align with the community's goals and complete streets concepts. The Corridor Plan was approved by City Council on January 22, 2019.

The Alisal Vibrancy Plan (AVP), guided by the visioning of the Corridor Plan, seeks to expand the ideals developed through the Corridor Plan to the entire Alisal neighborhood. The AVP is a result of years of visioning, community organizing, and relationship building between the City of Salinas and Alisal residents. The AVP seeks to communicate the collective vision, desires, and recommendations of those who live, work, and shop in the Alisal. Over 2,000 residents and community stakeholders participated the community-led engagement process that resulted in more than 150 strategies. Community recommendations evolved into guiding principles that led to the goals and policies documented as implementation actions in the final Alisal Vibrancy Plan. On November 5, 2019, City Council approved Resolution No. 21731 accepting the Alisal Vibrancy Plan as a key strategic planning document.

The AVP establishes four specific goals for Transportation and Infrastructure.

- ***GOAL TI 1: Design and Maintain Safe Streets.*** Transportation safety in the Alisal can be improved through better street and intersection design and maintenance. Well-marked crosswalks in addition to sidewalk connections and extensions can make neighborhood streets safer and more welcoming to pedestrians. Bike facilities will allow another way for residents to get around safely and easily. New curb and street designs will be used to decrease traffic speed in neighborhoods and around schools.
- ***Goal TI 2: Establish a Connected and Equitable Multimodal Transportation Network.*** Matching bus schedules and routes to community needs and creating a robust network of bike lanes can increase transit ridership and encourage many Alisal residents to use alternative forms of transportation. Encouraging carpooling and public transportation can reduce the number of cars on the road and provide suitable options for residents without cars.
- ***Goal TI 3: Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.*** In order for the Alisal to be a safe, healthy, and thriving community, sewers, stormwater systems, internet services, and other utilities must be upgraded to serve its population now and in the future. Green infrastructure, street furniture, and pedestrian design are also essential considerations for sustaining and supporting neighborhood activity.
- ***Goal TI 4: Improve Parking Management for Both Residents and Businesses.*** Demand for parking is exacerbated by the high residential density of the Alisal and lack of controls in commercial areas. By applying and effectively enforcing a parking management program, availability in commercial and residential zones can be increased. Efforts to promote alternative transportation can reduce parking demand and free up parking spaces by decreasing the amount of individual car trips.

To advance the AVP transportation and infrastructure goals, city staff solicited design companies to develop a streetscape master plan with specific streetscape concepts and guidelines that can be used to developed into viable projects to improve the functionality and safety of the Alisal's primary commercial corridors. The Streetscape Master Plan (Master Plan) builds upon the work from the Alisal Corridor Plan and the Alisal Vibrancy Plan, to provide a more comprehensive and

cohesive conceptual design for Alisal's major commercial corridors: East Market Street, North Sanborn Road, East Alisal Street, and Williams Road.

On April 18, 2023, City Council approved Resolution No. 22641 authorizing a design contract with SWA Group to develop the AVP Streetscape Master Plan. Development of the Master Plan has included concept development, analysis of traffic operations and traffic simulations, community engagement and outreach, and plan refinement. The Master Plan builds upon other planning efforts such as the Alisal Complete Streets, Safe Routes to School, Vision Zero, Urban Greening Master Plan, Salinas Active Transportation Plan, Urban Forest Management Plan and most recently, the Alisal District Identity Master Plan. Based on this background and community input received throughout the conceptual design process, the goals defined in the plan are to reduce vehicle speeds, create safer streets for everyone, enhance the public realm, foster community gathering spaces, and expand the urban tree canopy for a more resilient, beautiful, and healthy Alisal.

Community outreach which began once the initial concepts were developed, has not been without its challenges and some level of pushback from some members of the community. In fall 2023, the design concepts approach strategies of "connect the Alisal", "live the Alisal" and "plant the Alisal" were presented by SWA. In initial community outreach events, these concepts were widely supported by participants. When outreach expanded to an online survey, this provided a mixed reaction. In general, those opposed did not want any improvements to be made to the corridors. The team regrouped and a new messaging strategy was developed in which design solutions were provided for the issues voiced by the community (speeding, safety, and inadequate bike and pedestrian facilities). The reception was once again, favorable.

In December 2024, following months of additional concept iterations, analysis, additional community, and stakeholder outreach, and added coordination with the consultant teams preparing the Active Transportation Plan and Williams Road Safety Corridor project, the draft Master Plan was presented to the Traffic and Transportation Commission. Comments were received prior to the meeting, from the Monterey Salinas Transit (MST). MST is in the early stages of planning for bus rapid transit for the Alisal and has concerns that the proposed concepts may preclude that effort. Concerns were also voiced by the Salinas Fire Department. As they believed the proposed concepts may impact response times.

As indicated at the Commission meeting, community input has informed the design concepts, as did the award of a \$16 million grant for safety improvements to Williams Road secured through the federal Safe Streets and Roads for All (SS4A) grant program, and the award of a \$7.9 million grant from the Active Transportation Program (ATP) for bike improvements along John Street and Williams Road.

Currently, the design concepts present an illustration of how the visions and goals of the AVP can be implemented. Further refinement and engineering are required to develop the concepts into construction documents. At this time, funding is only available, through SS4A and ATP, for improvements on Williams Road and John Street. Development of those plans will require additional community engagement and working with agency partners like MST and our Fire

Department and public safety to bridge the gaps between speed reduction and convenience, access and parking, public safety, and resistance to change.

As indicated, SWA has extended their anticipated contract timeline and effort due to multiple concept design iterations. Staff recommends that Council authorize City Manager to execute Amendment No. 1 to increase the total compensation for a not to exceed amount of \$441,900 to complete the Master Plan.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

The preparation of the Alisal Streetscape Master Plan furthers the City Council Strategic Plan goals of “Public Safety” and “Infrastructure and Environmental Sustainability”. The Streetscape Master Plan implements AVP priorities related to transportation and infrastructure by developing specific streetscape concepts and guidelines that can be used to delivered project to improve the functionality and safety of the Alisal’s primary commercial corridors to meet the needs of the community and create safe, efficient, multi-modal commercial corridors for all users.

DEPARTMENTAL COORDINATION:

Public Works Department staff led the solicitation, contract management, and review of the Master Plan with the support of Community Development staff and community stakeholders. The Legal Department assisted with finalizing the Agreement for Professional Services. The Finance Department has assisted in the project accounting.

FISCAL AND SUSTAINABILITY IMPACT:

There is no impact to the General Fund. This action appropriates an additional \$42,000 from the Alisal Vibrancy Plan (CIP 9246)

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 CIP Budget Page	Last Budget Action (Date, Resolution)
5800	30.9246-63.5010	Outside Services Professional Services	\$131,300	\$42,000	n/a	4/19/2023, Reso 22641

ATTACHMENTS:

Resolution

Attachment 1 – Amendment No. 1

Attachment 2 – Exhibit B Scope of Services and Fee

Attachment 3 – Exhibit B-1 Scope of Services and Fee

Attachment 4 – Resolution Number 22641

RESOLUTION NO. _____ (N.C.S.)

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE
AMENDMENT NO. 1 TO THE AGREEMENT FOR PROFESSIONAL SERVICES
BETWEEN THE CITY OF SALINAS AND SWA GROUP FOR THE ALISAL
VIBRANCY PLAN: STREETSCAPE MASTER PLAN TO INCREASE THE TOTAL
COMPENSATION BY \$42,000 FOR A NOT TO EXCEED AMOUNT OF \$441,900**

WHEREAS, the City Council approved Resolution No. 21731 on November 5, 2019, accepting the Alisal Vibrancy Plan as a key strategic planning document; and

WHEREAS, the Alisal Vibrancy Plan establishes transportation and infrastructure goals to design and maintain safe streets; and to establish a connected and equitable multimodal transportation network; and

WHEREAS, to advance Alisal Vibrancy Plan community-recommended policies and goals, the City solicited proposals for development of the Alisal Vibrancy Plan: Streetscape Master Plan; and

WHEREAS, the Streetscape Master Plan scope of work includes data gathering, base mapping, development of streetscape concepts, community engagement and outreach, and development of a final Streetscape Master Plan that reflects community input; and

WHEREAS, based on the rating and ranking of a diverse evaluation committee composed of staff from various departments, and a community stakeholder, SWA Group was selected as the preferred consultant for this project; and

WHEREAS, on April 18, 2023, City Council approved a Resolution No. 22641, for an agreement with SWA Group for the Alisal Vibrancy Plan: Streetscape Mater Plan; and

WHEREAS, project timeline was extended to allow for additional concept iterations, additional community and stakeholder outreach, and coordination with the consultant teams preparing the Active Transportation Plan and Williams Road Safety Corridor project; and

WHEREAS, the Agreement's total not to exceed amount needs to be increased by \$42,000 to account of the additional scope of work; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby approves a Resolution authorizing the City Manager to execute Amendment No.1 with SWA Group for extra work on the Alisal Vibrancy Plan: Streetscape Master Plan and increase the total compensation amount by \$42,000 for a revised not to exceed amount of \$441,900.

PASSED AND APPROVED this 27th day of January 2025, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

Dennis Donohue, Mayor

ATTEST:

Patricia M. Barajas, City Clerk

**AGREEMENT —AMENDMENT NO. 1 TO
AGREEMENT FOR SERVICES BETWEEN
THE CITY OF SALINAS AND SWA Group**

This Amendment No. 1 to the Agreement for Professional Services Between the City Of Salinas and SWA Group for the Alisal Vibrancy Plan: Streetscape Master Plan (the “Amendment”) is entered into this ____ day of _____ 2025, by and between the City of Salinas (the “City”) and SWA Group (the “Consultant”). City and Consultant may be individually referred to herein as a “Party” and collectively the City and Consultant may be referred to as the “Parties.”

RECITALS

WHEREAS, the City and Consultant first entered into an Agreement for Professional Services Between the City of Salinas and SWA Group for the Alisal Vibrancy Plan: Streetscape Master Plan effective April 18, 2023, pursuant to which Consultant agreed to act as and provide certain services to the City for compensation (the “Agreement”); and

WHEREAS, the City and Consultant desire to amend the Agreement to reflect additional scope of services and additional compensation.

NOW, THEREFORE, in mutual consideration of the terms and conditions set forth below, the Parties agree as follows:

TERMS

1. The Scope of Services set forth in the Agreement is amended and restated in its entirety to read as follows:

Scope of Service. The project contemplated and the scope of Consultant’s services are described in **Exhibit B**, attached hereto and incorporated herein by reference. In addition to the scope outlined in **Exhibit B**, consultant has provided or will provide the additional services described in **Exhibit B-1**.

2. The total amount of compensation to be paid under the Agreement is hereby amended as follows:

Compensation. City hereby agrees to pay Consultant for services rendered to the City pursuant to this Amendment and Agreement, on a time and materials basis according to the rates of compensation set forth in **Exhibit B and Exhibit B-1**. The total amount of compensation to be paid under this Agreement is four hundred forty-one thousand, nine hundred dollars (\$441,900).

3. All other covenants, terms, and conditions set forth in the Agreement and not amended by this Amendment shall remain in full force and in effect as if fully set forth herein.

IN WITNESS WHEREOF, the undersigned, as authorized representatives of the City and Consultant have entered into this amendment as of the date first written above.

CITY OF SALINAS

René Mendez, City Manager

APPROVED AS TO FORM:

-
- ☐ Christopher A. Callihan, City Attorney
 - ☐ Rhonda Combs, Assistant City Attorney

SWA Group

Printed name: _____

Title: _____

SWA San Francisco

530 Bush Street
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San Francisco, California
94108
+1.415.836.8770
www.swagroup.com

March 29, 2023

City of Salinas
200 Lincoln Ave.
Salinas, CA 93901

Attn: Andrew Easterling, Traffic Engineer
Re: Alisal District Streetscape Master Plan
Salinas, CA SPWT301

Dear Mr. Easterling:

We are pleased to submit the following proposal for Professional Services in connection with the project referenced above.

This Agreement is by and between SWA Group (SWA), a California corporation, and City of Salinas (the Client), Salinas, CA.

I. APPROACH AND UNDERSTANDING

The City of Salinas ("City"), a charter city located in Monterey County, California, has requested proposals from qualified consultants to develop the Alisal Vibrancy Plan: Streetscape Master Plan for Alisal's major commercial corridors, specifically East Market Street, Sanborn Road, East Alisal Street, and Williams Road within the Alisal Community. The Streetscape Master Plan shall build upon the work from the Alisal Vibrancy Plan (AVP) and East Alisal Street Corridor Plan, and refine the street corridor concepts further into more tangible final streetscape concepts.

SWA and Team is excited to work on the Alisal Streetscape Master Plan to develop streetscape concepts, community engagement strategies, and analysis of traffic operations that is highly representative of the Alisal neighborhood character defined by previous planning and community engagement. As part of the team chosen for the Alisal District Identity Master Plan (ADIMP) project, we see this streetscape master plan as a seamless and natural extension of our efforts on that project. SWA will work in incorporate community feedback and develop alternative streetscape concepts. Through a robust community engagement process with the community and project stakeholders, consensus will be reached on a final concept for each corridor.

II. SCOPE OF SERVICES

The primary objective of the Streetscape Master Plan is to further develop street concepts for the commercial arterial roads within the Alisal community, specifically East Market Street, Sanborn Road, East Alisal Street, and Williams Road. Please see attached Exhibit A for Limit of Work. The Streetscape Master Plan will integrate the goals, policies and actions from the AVP, Vision Zero, Alisal Complete Streets, and all other referenced City Plans. Key AVP recommendations to be addressed in the Plan include the following goals.

Goal TI 1: Design and Maintain Safe Streets.

GOAL TI 2: Establish a Connected and Equitable Multimodal Transportation Network.

GOAL TI 3: Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.

GOAL TI 4: Improve Parking Management for Both Residents and Businesses.

GOAL HS 1: Ensure that Streets, Parks, and Public Spaces in the Alisal are Safe.

GOAL YAP 5.2.a: Increase Transportation Options to Access Programs and Community Facilities. Ensure residents have safe, efficient, and affordable access to community facilities whether biking, walking, taking transit, or driving a car.

Development of the Streetscape Master Plan shall consider and support the following AVP goals which address housing and mixed-use production and redevelopment opportunities:

GOAL LU 3: Expand Mixed-Use Development to Increase Capacity for New Businesses, Services, and Housing.

GOAL LU 4: Redevelop the Alisal Marketplace as a Unique, Dynamic, Pedestrian-Oriented Urban District Connecting the Downtown and the Alisal.

GOAL HN 4.2: Facilitate the Production of Affordable Housing.

III. PROCEDURE

A. Task 1: Project Management

The scope outlined below for Task 1–Project Management will cover activities throughout the project lifecycle. SWA will be prime consultant with sub-consultants, BKF, Nelson\Nygaard, and TBD Cost Consultants rounding out the team. SWA will bill monthly invoices and provide monthly progress reports. This task includes Discovery, Kick-off Meeting, and Bi-Weekly meetings.

a. Discovery

- i. Through dedicated research and review of past efforts, SWA will develop a memo summarizing the major themes in preparation for the kick-off meeting to confirm we are aligned with the City's project goals.

b. Kick-off Meeting

- i. An in-person kick off meeting will be the opportunity to review the discovery effort. We recommend joining this meeting with a site visit of the neighborhood. SWA will work with the City to prepare an agenda for the meeting.

c. Bi-Weekly Meetings

- i. SWA will hold standing bi-weekly meetings on zoom to review the state of the project and address critical issues. Meeting agendas and minutes will be kept and distributed afterwards. Given the 8-month schedule, we anticipate 16 Meetings.

Deliverables

- d. Discovery Memo
- e. Kickoff Meeting Agenda
- f. Bi-Weekly Meeting Agenda and Minutes
- g. Monthly Invoicing and Progress Report

Schedule

- h. Two (2) weeks – Discovery and Kick-off Meeting
- i. Bi-Weekly Meetings for length of project (Maximum of 16)

B. Task 2: Data Gathering and Existing Conditions

The scope outlined below for Task 2 will cover the baseline data for which the streetscape master plan is based. SWA will oversee the effort with BFK and Nelson\Nygaard working toward the deliverables.

- a. BKF will review City ortho-image photos and City-provided block maps and/or as-built plans and incorporate them into AutoCAD format for the consultant team to use. This will include main lines only (no laterals to individual properties) and cover storm drain, sanitary sewer, water, PG&E/comm/fiber facilities. All information shown will be of varying accuracy until confirmed by underground utility locating, potholing and/or supplemental topographic survey and utility dipping.
- b. BKF will undertake an Aerial Survey of entire scope of work. Aerial Survey will provide a complete and accurate record of the existing conditions along the corridors complete with curbs, trees, street lights, etc.
- c. Nelson\Nygaard shall develop an aerial base map for use on the project utilized aerial images taken on May 19, 2022, and obtained through Nearmap. The aerial base map drawing will use NAD83 CCS Zone IV.
- d. Nelson\Nygaard shall prepare collision diagrams and heat map exhibits for the corridors based on existing collision records provided by the City of Salinas. It is assumed that the City of Salinas will provide collision records for use in the collision diagrams and heat map exhibits.
- e. Nelson\Nygaard shall prepare transit exhibits including Monterey-Salinas Transit (MST) route alignments, route frequencies, existing bus stops, and ridership data. It's assumed that the City of Salinas shall provide existing MST transit ridership data along the corridors.
- f. Nelson\Nygaard shall review and organize the data provided by the City of Salinas. No additional traffic counts shall be collected. It is assumed that the City of Salinas will provide existing Synchro base files with relevant traffic count data.

Deliverables

- g. Base Maps (PDF and DWG)
- h. Collision Diagrams and Heat Maps (PDF)
- i. Transit Exhibits (PDF)

Schedule

- j. Four (4) Weeks.

C. Task 3: Streetscape Concepts

The team will work closely together to develop a streetscape concepts for the major corridors of the Alisal District based on the goals of the Alisal Vibrancy Plan.

- a. SWA will work with Nelson\Nygaard and BKF to develop streetscape concepts for each of the four corridors. It's anticipated that there will be a maximum of three (3) concepts developed for each corridor. These concepts will approach the differently corridor from a bike-, transit-, and pedestrian- focus in order to weigh

community priorities and benefits. Key to these concepts will be illustrative street cross sections inclusive of distinct placemaking and creative design ideas closely tied to the Alisal District Identity Master Plan.

- b. Alternative Streetscape Concepts will be inclusive of street configurations, intersection configurations, transit facilities, sidewalk programming, and opportunities for gateways and public art.
- c. BKF will provide input on potential surface and sub-surface existing conditions conflicts.
- d. Through this process, and using the existing Synchro files provide and reviewed in Task B.1.e., Nelson\Nygaard shall model in Synchro “with project” conditions for a select number of locations along the corridors, as defined below. The traffic model shall be used as a tool to help inform the streetscape concepts. Only a subsection of interactions within the project area shall be modeled. Synchro models shall include both AM and PM peak analysis. A comprehensive traffic report or memorandum shall not be produced. The “with project” modeling shall utilize existing traffic counts; no future year traffic forecasting shall be performed.
 - i. East Alisal Street
 - (i) 20 total models for the “transit” scenario, including both AM and PM peak periods for the seven (7) existing signalized intersections along East Alisal Street and up to three (3) additional intersections.
 - (ii) 10 total models for additional modeling of other scenarios, as needed
 - ii. East Market Street, Sanborn Road, and Williams Road
 - (i) 20 total models for additional modeling of scenarios along these corridors, as needed

Deliverables

- e. Initial Streetscape Concepts, up to three (3) concepts per corridor.
 - i. Graphics:
 - (i) Illustrative Street Cross Sections, up to two per corridor per concept (PDF)
 - (ii) Conceptual Plan for a representative block and intersection, up to two per corridor per concept. (PDF)
- f. Synchro output files for up to 50 model configurations (PDF, 50)

Schedule

- g. Ten (10) Weeks.

D. Task 4: Community Engagement

The Community Engagement Strategy will build on the momentum of community engagement that began with the AVP, PRLMP, PAMP, and our teams work on the ADIMP. SWA will support City staff with content for community engagement activities with the Alisal Community. SWA’s role is to assist with creating visuals and tools to be presented, including digital presentations, materials for workshops, surveys, social media and website content. SWA will lead the Community Engagement. BKF and Nelson\Nygaard will be available at meetings to answer questions related to their expertise on an as needed basis. They will also assist in developing materials which will all be bilingual. The community engagement process will be a three (3) step process.

- a. Step 1-Initial Streetscape Concepts,
 - i. This step will introduce the initial streetscape concepts developed in Task 3 to the community via

Community Meeting. Feedback from this engagement will be funneled into Step 2.

- ii. During this step SWA will attend Community Meetings #1 (in-person) and #2 (virtual).
 - iii. SWA will assist in the creation of Community Survey #1. It is assumed that the City will be administering the survey. Feedback from both the survey and the meetings will be compiled, reviewed, and used to develop recommendations for Step 2.
- b. Step 2-Alternative Streetscape Concepts.
- i. This step will use the feedback received in Step 1 to focus the streetscape concepts to two (2) revised alternatives per corridor.
 - ii. SWA will assist in bringing these revised alternatives back to the community for additional feedback via community workshops, a survey, and social media in order to identify a preferred alternative for each of the four corridors.
 - iii. During this step SWA will attend Community Meetings #3 (in-person) and #4 (virtual).
 - iv. SWA will assist in the creation of Community Survey #2. It is assumed that the City will be administering the survey. Feedback from both the survey and the meetings will be compiled, reviewed, and used to develop recommendations for Step 3.
- c. Step 3- Draft Streetscape Master Plan
- i. Consensus around the Preferred Alternative for each corridor will allow for refinement along with further recommendations into the Draft Streetscape Master Plan.
 - ii. SWA will assist in bringing the Draft Streetscape Master Plan back to the community via two (2) virtual meetings to gather additional feedback and questions.

Deliverables

- d. Community Engagement Memo summarizing strategy developed with staff.
- e. Community Engagement Materials including:
 - i. Two (2) Community Surveys (Digital)
 - ii. Social Media/Website and Workshop materials
- f. Alternative Streetscape Concepts
- g. Draft Streetscape Master Plan
- h. Six (6) Community Workshops/Meeting facilitation. Two (2) in-person, Four (4) virtual.

Schedule

- i. Ten (10) Weeks.

E. Task 5- Final Streetscape Master Plan

- a. This task will develop a Final Streetscape Master Plan that reflects design decisions and community input. The entire team will contribute to the development of the plan including looking into utilities, stormwater and overall project costs. SWA will support the city in presenting the Master Plan to the Traffic and Transportation Commission and Planning Commission as well as City Council for adoption. Assistance with bidder inquiries.

- b. The Team will prepare 30% PS&E drawings, defined to be conceptual plan line study based on the final streetscape master plan. Information will include centerline stationing, curb, sidewalk, general striping/markings and curb returns at intersections that will match existing conditions. In 30% PS&E drawings, the intent is to have the 2D plan drawings more or less finalized. This would mean having all the hardscape design complete, showing the final location and geometry (width, transitions/tapers, etc.) for sidewalks, landscaping, pavement, and medians. The 30% drawings are usually referred to as the geometric approval of design (GAD). This shall exclude elevations, profiles, drainage, underground utilities, electrical, and design details. Existing conditions will be used as an overlay on all sheets. All information provided will be in plan-view format only, at 1"=40' scale.

Deliverables:

- c. Basis of Design Technical Memo
- d. 30% PS&E Drawings/Geometric Approval of Design (GAD)
- e. Final Streetscape Master Plan consisting of:
 - i. Street Configurations, Intersection Configurations, and Transit Facilities
 - ii. Sidewalk Programming, Opportunities for Gateways and Public Art and Lighting
 - iii. Stormwater Facilities and Public Utilities
- f. Opinion of Probable Construction Costs
- g. Funding Opportunities and Maintenance Discussion
- h. Three (3) Public Meetings including Commissions and Council Hearings

Schedule

- i. Eight (8) Weeks.

IV. DESIGN APPROVAL

Andrew Easterling has been designated as the person responsible for design direction to SWA for this project and has the authority for design approval. In the event that the design, as approved by Andrew Easterling is rejected by others, and re-design is required, such re-design services shall be compensated as Additional Services.

V. EXCLUSIONS TO SCOPE OF SERVICES

The Client shall provide the following information or services as required for performance of the work. SWA assumes no responsibility for the accuracy of such information or services and shall not be liable for error or omissions therein. Should SWA be required to provide services in obtaining or coordinating compilation of this information, such services shall be charged as Additional Services.

Topography and boundary surveys.

Soils testing and/or engineering.

Legal descriptions of property

Site environmental information required for planning processing.

Economic or market analyses.

Any item not specifically addressed in this proposal.

VI. FEES AND TERMS

Services shall be provided on an hourly basis. The Fee for Professional Services shall not exceed Three-Hundred Ninety-Nine -Thousand Nine-Hundred Dollars (\$399,900) without further authorization. We estimate the cost of Reimbursable Costs (included in this total) will not exceed \$4,000 without further authorization from the Client.

We estimate the following fee breakdown by phase:

Phase	Fee	Duration
Project Management and Initiation	\$30,000	32 weeks
Data Gathering and Existing Conditions	\$52,900	4 weeks
Streetscape Concepts	\$90,000	10 weeks
Community Engagement Strategy	\$70,000	10 weeks
Final Streetscape Master Plan	\$153,000	8 weeks
Fee Subtotal	\$395,900	
Reimbursables	\$4,000	
Fee Total	\$399,900	32 weeks

We estimate reimbursables will include travel to site visits and meetings in Salinas as well as printing some graphics for community meetings in excess of \$500 per meeting. If more printing is necessary, it will be considered an additional service.

VII. HOURLY RATES

Hourly rates for project team members are below:

SWA	Position	Rate
Rene Bihan	Managing Principal	\$341
Richard Crockett	Principal	\$225
Mariana Ricker	Associate	\$155
Karla Damken	Designer	\$137
Phi Diep	Designer	\$102
BKF Engineers		
Patrick Chan	Principal	\$288
Marcelo Cosentino	Associate Principal	\$260
Vitina Mandella	Project Manager	\$247

Kevin O'Halloran	Project Engineer	\$186
Ryan Kaufman	Design Engineer	\$162

Nelson\Nygaard

Thaddeus Wozniak	Principal	\$295
Michael Riebe	Associate Principal	\$215
Michael Bjork	Senior Associate Engineer II	\$200
Charlie Felder	Senior Associate I	\$160
Maria Boehm	Associate EIT I	\$115
Oliva Potash	Intern	\$90

SWA San Francisco

December 19, 2024

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www.swagroup.com

Ms. Adriana Robles
City of Salinas | Traffic and Transportation Division
Public Works Department
200 Lincoln Avenue
Salinas, CA 93901

RE: Alisal Streetscape Master Plan – Project Schedule Additional Services
SWA Job#: SPWT301.A

Dear Ms. Robles:

This letter is in response to the meeting on December 4, 2024 during which it was discussed that SWA Group would provide a proposal for Additional Service on the subject project. These additional services are based on the extended schedule of the project beyond that which was included in the original contract, specifically as it has impacted the extended duration of project management services.

The project initiation occurred in June 2023 and with the anticipated project completion as the scheduled January 28, 2025 Council Hearing, the full project duration shall be twenty (20) months instead of the eight (8) month duration included in the original agreement.

Based on this schedule extension, the additional services for project completion shall be billed under our job number SPWT301.A on an hourly basis, under the terms and conditions of our contract with you dated April 18, 2023. The fee for these services will not exceed forty-two thousand dollars (\$42,000) without further authorization.

In order to meet project schedule requirements, we have proceeded with work, prior to receiving your written authorization and held time to be applied to this agreement upon approval. Under these circumstances, it is understood that you are responsible for payment for these services. If you are not in agreement with these conditions, please notify us to stop work on these services immediately.

We request your written approval of this authorization for Additional Services by signing and returning one copy of this letter for our files. If this is not your understanding, or if you have questions regarding the above, please contact me immediately.

Sincerely yours,
SWA GROUP



René Bihan
Contracting Agent
Landscape Architect, CA License #3682
Landscape architects are licensed by the State of California.

swa

Accepted: City of Salinas

By: _____

Name: _____

Title: _____

Email: _____

Date: _____

RC/mr

RESOLUTION NO. 22641 (N.C.S.)

A RESOLUTION 1) AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT FOR PROFESSIONAL SERVICES (PSA) BETWEEN THE CITY OF SALINAS AND SWA GROUP FOR A TOTAL COMPENSATION AMOUNT NOT TO EXCEED \$399,900 TO PREPARE THE ALISAL VIBRANCY PLAN: STREETSCAPE MASTER PLAN; AND 2) AUTHORIZING ESTABLISHMENT OF A CIP 9246 (ALISAL VIBRANCY PLAN IMPLEMENTATION) APPROPRIATION OF UP TO \$399,900 AND USE OF CIP 9246 (ALISAL VIBRANCY PLAN IMPLEMENTATION) FUND BALANCE FOR THE ALISAL VIBRANCY PLAN: STREETSCAPE MASTER PLAN

WHEREAS, the City of Salinas City Council approved Resolution No. 21731 on November 5, 2019, accepting the Alisal Vibrancy Plan as a key strategic planning document; and

WHEREAS, the Alisal Vibrancy Plan establishes transportation and infrastructure goals to design and maintain safe streets; and to establish a connected and equitable multimodal transportation network; and

WHEREAS, to advance Alisal Vibrancy Plan community recommended policies and actions, the City developed and advertised a request for proposals for the Alisal Vibrancy Plan: Streetscape Master Plan; and

WHEREAS, the Streetscape Master Plan scope of work includes data gathering, base mapping, developing streetscape concepts, community engagement, and developing a final Streetscape Master Plan that reflects design decisions and community input; and

WHEREAS, based on the rating and ranking of a diverse evaluation committee composed of staff from various departments, and a community stakeholder, SWA Group was selected as the preferred consultant for this project; and

WHEREAS, the City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

NOW, THEREFORE, BE IT RESOLVED that the Salinas City Council hereby authorizes the City Manager to execute an Agreement for Professional Services (PSA) between the City of Salinas and SWA Group for a total compensation amount not to exceed \$399,900 to prepare the Alisal Vibrancy Plan: Streetscape Master Plan.

PASSED AND APPROVED this 18th day of April 2023, by the following vote:


AYES: Councilmembers Barrera, Gonzalez, Osornio, Rocha, Sandoval and Mayor Craig

NOES: None


ABSENT: Councilmember McShane

ABSTAIN: None

APPROVED:

DocuSigned by:

E554E94E4CE64C8
Kimbley Craig, Mayor

ATTEST:

DocuSigned by:

5BE31EC636A6432...
Patricia M. Barajas, City Clerk