

Salinas City Council

January 26, 2019

MAJOR THEMES OF DISCUSSION

- ✓ Increase Affordable, Safe Housing
- ✓ Maintain Focus on Business Development
- ✓ Continue to Expand Tourism
- ✓ Continue to Enhance Public Safety
- ✓ Improve Internal and External Communication and Increase Public Representation/Participation
- ✓ Address Salinas Plan Recommendations (Housing, Risk Mitigation, Public Safety, Stabilize Budgets, Infrastructure, Maintenance Needs, Shared Services, etc.)
- ✓ Continue Focus/Enhancement of Parks and Recreational Opportunities

DISCUSSION HIGHLIGHTS

INCREASE AFFORDABLE, SAFE HOUSING

- Address housing shortages for all groups of people.
- Work collaboratively with farmers and fieldworkers to come up with solutions for farmworker housing.
- Affordable housing is needed in greater density to address workforce housing, low income subsidized housing, farmworker housing, etc.
- Explore possible fee relief for construction.
- Need to ensure the City has access to the new housing funds made available by the Governor.
- The Future Growth Area is a priority, interface with the County, and explore use of Mello-Roos.
- Create a community benefit agreement.

MAINTAIN FOCUS ON BUSINESS DEVELOPMENT

- Continue to improve the Permit Center.
- Continue to look at fees to encourage business growth and expedite processing.
- Continue to enhance the Downtown, work to infill vacancies, and possibly incentivize and embrace business growth.

CONTINUE TO EXPAND TOURISM

- Continue to expand tourism working in partnership with the California Welcome Center and the Monterey County Visitor's Bureau.
- Continue to emphasize buying local, promote the City locally, regionally, and statewide.
- Capitalize on the wine industry.
- Expand TOT and local taxes.

- Continue to pursue a marquee/welcome sign for the City.
- Determine what draws people to the City and capitalize on that information.

CONTINUE TO ENHANCE PUBLIC SAFETY

- Continue to focus on public safety.
- Update, modernize technology.
- Refer to the Salinas Plan and recent Center for Public Safety study for possible systems improvements and cost savings enhancements.
- Work with the County to improve the emergency medical dispatch system.
- Ensure safety at all City facilities.
- Consider creating a cadet/local program similar to the police for Fire and Code Enforcement.
- Address the large number of pedestrian deaths.
- Decrease employee Workers Compensation claims.
- Collaborate with BHC to engage neighborhoods, expand neighborhood watch.
- Continue to put the DOJ Report recommendations into action as appropriate.

IMPROVE INTERNAL AND EXTERNAL COMMUNICATION AND INCREASE PUBLIC REPRESENTATION/PARTICIPATION

- Increase community engagement with racial equity.
- The City's website can be a barrier to some. Important to make sure it is functional and working. Consider use of all appropriate forms of social media to increase communication with the community.
- City updates are on the City's website.
- Increase dialogue with City staff – open dialogue with City Managers; there is considerable untapped talent among City staff.
- Build spirit of employees and Council.
- Enhance diversity and involvement on Committees. Need to increase participation. City Council members have a role in designating their representatives on Committees.

ADDRESS THE SALINAS PLAN RECOMMENDATIONS

- The Salinas Report outlines a blueprint through a number of recommendations needed to address the housing shortages in the City.
- In addition to housing recommendations, there are a number of recommendations included on risk mitigation, public safety, stabilizing the budget, infrastructure and maintenance needs, etc. Study and address the Salinas Plan. Bring updates and recommendations to the Council on an ongoing basis.
- Address the extension of Measure G. Ensure people see improvements in streets, sidewalks. These enhancements need to be prioritized. Difficult to ask residents to extend Measure G if they don't personally see the benefit.

CONTINUE TO FOCUS ON ENHANCEMENT OF PARKS AND RECREATIONAL OPPORTUNITIES

- More funds are needed for parks.
- Need more activities for young families such as free concerts and events.
- Need to ensure parks are maintained.
- Need to improve the permitting processes for events. It needs to be more clear, have guidelines, should not be onerous, and confirmation needs to be more timely. Getting confirmation a day or so ahead is very stressful.
- Increase collaboration and leverage partnerships with non-profit organizations.
- Suggestion to adopt a tree program to increase the tree canopy in the City and Institutionalize a Day of Service.
- Determine the cost effectiveness of recreational services.
- Consider having a Youth Commission – the average age in Salinas is 28 (Note: Median age is 30.1 according to <https://datausa.io/profile/geo/salinas-ca>.)
- Through ongoing work of the Master Plan, continue to incorporate safety measures such as lighting in the City's parks.
- Continue to pursue/discuss the use of joint use agreements with schools to open up park/play areas, rooms for the community to use.

OTHER

- Continue to hold property owners accountable to maintain their properties.
- Continue to monitor contracts and use of consultants.
- Be inclusive of all partners impacted by the AG industry changes. Key partners including fieldworkers and Unions need to have input and to be provided training on AG industry changes, and the preparation needed for Ag Tech jobs. Continue to collaborate with Hartnell in developing curriculum.
- Continue to assess the use of City Swag, including misuse of seals, clothing, etc.
- Continue to provide Public Safety staff training on dealing effectively with the homeless.
- Continue to look at best practices from other cities, regions, etc.
- Continue to work on reducing police and fire overtime expenses.
- The second floor of the Firehouse needs to be accessible to programming for the community.
- Number the objectives in the Strategic Plan.
- Change heading name from Goal 1 to Economic Diversity and Opportunity.