



## **CITY OF SALINAS MEASURE G COMMITTEE**

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**DATE:** JULY 24, 2025

**DEPARTMENT:** FINANCE DEPARTMENT

**FROM:** SELINA ANDREWS, FINANCE DIRECTOR  
ABE PEDROZA, ASSISTANT FINANCE DIRECTOR

**TITLE:** JUNE 30, 2025 MEASURE G QUARTERLY REPORT

### RECOMMENDED MOTION:

It is recommended that the Measure G Committee receive the June 30, 2025 Quarterly Report.

### SUMMARY:

Measure G is a general transaction and use tax approved by voters and is collected at one-cent on sales within the City of Salinas. The tax has a fifteen-year (15) term with an expiration year of 2030.

City Council appropriates Measure G funding to maintain and in certain instances enhance City services to include but not limited to, facilities maintenance, crime and gang prevention; neighborhood policing and school safety; fire and paramedic response; fixing potholes, streets, and sidewalks; recreation and programs for youth and seniors; and other City services.

Municipal Code Section 32-94 as it relates to the Measure G ordinance, requires that an oversight committee be appointed from each Councilmember and review the Measure G revenues and expenditures identified within the City's annual audit.

### ANALYSYS:

City Council approved funding and appropriated funds accordingly for Fiscal Year (FY) 2024-25. Of note, funding for capital improvement (CIP) projects may have been appropriated in prior years but the project will be shown within the expenditure reports until it is complete.

Expenditures are categorized by department as follows:

#### ***Administration***

Two positions are funded by Measure G – a Community Relations Manager and Executive Assistant. The Community Relations Manager coordinates Citywide public information and

outreach activity, and the Executive Assistant performs administrative and office management duties which support the City Managers office and the City Council.

### ***Human Resources***

The Human Resources Department includes two positions funded by Measure G that provide operational support to all other departments. The two positions include one Senior Human Resources Analyst that conducts all recruitment and hiring support for the Police Department to include all executive level, outside, and promotional recruitment for sworn and professional staff in addition to recruitment and hiring support for the Public Works Department/Environmental and Maintenance Services Division and Library and Community Services Department. This position oversees the City's non-supervisory sexual harassment prevention training, DMV Pull Notice Program, and Performance Evaluation tracking system, among other things.

The second position funded by Measure G includes a Confidential Office Technician. This position was not filled until the fourth quarter of FY 24-25. This is a public facing position that is the primary point of contact for staff and members of the public visiting Human Resources. This position supports the Department's reception, purchasing, payroll, and personnel evaluation tracking.

### ***Finance***

Measure G funding for the Finance department is comprised of four positions, providing strategic support to all City departments. In the Information Technology (IT) division, the Computer Systems Administrator supports technology needs of Police and Fire by providing advanced technical analysis, project management, on-going support, and maintenance of public safety computer hardware and software applications. Also in IT, the Network System Specialist maintains and manages Windows virtual desktop environment and City-wide network equipment and ensures desktop computer software is kept up to date by applying monthly Microsoft security patches and software application updates. The Senior Finance Management Analyst leads the budget division, providing oversight of the annual operating and capital budget development, in addition to the mid-year process and additional duties. A Senior Accounting Clerk in the Revenue division provides customer service to the community, assisting with business licensing, cashiering, and other services.

### ***Community Development***

Measure G funding includes the Mobile Crisis Services Pilot Program within the Homeless Service Coordination Division. The Pilot Program aims to enhance crisis response and intervention services to individuals and families within the City of Salinas through a collaborative effort.

Measure G funds the City's Code Enforcement Division operations which includes 10 full time positions (2 vacancies). The Division's focus is to protect the health, safety, and overall quality of life for people in our community. Salinas Code Enforcement Officers help maintain a safe, healthy, and orderly community. On a typical day, officers inspect residential, commercial, and industrial properties to check for code violations such as unsafe structures, illegal construction, excessive

trash, overgrown vegetation, or abandoned vehicles. They respond to complaints from the public, visiting the reported locations to investigate, take photos, and speak with property or business owners. If violations are found, officers' issue official notices or citations explaining the problem, how to fix it, and the required deadline for compliance. Code Enforcement Officers also conduct follow-up inspections to confirm whether issues have been resolved. In addition to fieldwork, they spend time in the office updating case records, entering inspection results, photos, and notes into the city's system, and responding to emails and phone calls from the public. They provide guidance to property owners, helping them understand city codes and the steps needed to correct violations. When necessary, officers attend administrative hearings or court proceedings to present cases involving unresolved or serious violations. When time allows, they conduct proactive patrols throughout the city, identifying potential code issues before complaints are made.

The Code Enforcement Division relies on outside technical professionals to ensure appropriate resources are available to support their divisional objectives of addressing violations, including vendor enforcement during evenings, weekends, and events such as the Salinas Rodeo, concerts, Valentines' Day Mothers' Day and Christmas.

Measure G funding was used to support the operations of the SHARE center, a 90-100 bed Housing First shelter for families, couples, single men and single women experiencing homelessness in Monterey County. The operations include temporary sleeping arrangements, improved hygiene and health facilities, and nutritious meals, which when combined with wraparound services, case management, housing navigation, and rapid rehousing services, results in permanent housing placements. All funds have been expended for FY 24/25.



#### Farmworker Housing Study (CIP 9042)

The City has been attending the Salinas and Pajaro Valley Farmworker Housing Study Oversight Committee Meetings held on a quarterly basis. No funds were spent during FY 24/25; however, remaining funds will be used to support implementation activities identified in the 2018 Farmworker Housing Study Action Plan.

#### Chinatown Navigation Center Sprung Shelter (CIP 9125)

Measure G funding was used to support the operations of the Chinatown Navigation Center for FY 24/25. Services provided onsite include case management, daily feeding, shelter housing, and housing navigation assistance to continue to move sheltered guests toward permanent housing. Measure G funding for FY 24/25 was 30% of the total operational cost. The remaining funds in have been appropriated to FY 25-26 to support the winddown of the Chinatown Navigation Center including operational costs and costs to return the property to its original state.

#### HUD Consolidated Plan (CIP 9215)

To receive funds from the United States Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG), HOME Investment Partnership, and Emergency Solutions Grant (ESG) programs, the City, as an entitlement community is required to develop a five-year Consolidated Plan (Con Plan). The Community Development Department was responsible for developing the FY 25-29 Con Plan for the next funding cycle period, along with the required Annual Action Plan (AAP), and the Alisal Neighborhood Revitalization Strategy Area (ANRSA) designation. This process was completed in FY 24/25. Measure G funds were used to hire a consultant to support in the development of the Con Plan, AAP, and ANRSA designation. Any remaining funds will be used to continue supporting the implementation and reporting of the plans.

The 2017 Economic Development Element (EDE) and EDE Environmental Impact Report were funded through Measure G. Remaining funds were appropriated to fund a Downtown Outdoor Dining Loan Program and Citywide Marketing and Technology Grants. No loans have been issued under the Outdoor Dining Program. Three businesses are in various stages of applying for a Sidewalk Café Permit. To date, microgrants has been issued to five (5) businesses for marketing and technology purchases. Staff has identified that the current program requirement to provide funds on a reimbursement basis presents a substantial barrier to program participation and extends time between program application approval and grant issuance. Small businesses being served do not have the funds to front the purchase/expense as their margins are tight and prioritized for business operations. Staff are exploring removal of this requirement to facilitate the issuance of microgrants to business.

In November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP) as a strategic planning document. The AVP is an action-oriented, comprehensive strategy for Salinas' Alisal (East Salinas) neighborhoods. The Plan's purpose is to communicate the collective vision, goals, and desires of those who live, work, worship, and shop in the Alisal. The AVP Implementation Plan, developed in collaboration with the AVP Implementation Committee, prioritizes short-term activities to improve the cleanliness, appearance, safety and infrastructure, and parks and open space in the Alisal, and to promote economic development of the Alisal. Between FYs 22 to FY 24 City Council appropriated \$5.4 million towards AVP implementation.

The AVP Budget Allocation Summary and accomplishments for FYs 2022-2025 is presented below.

Goals and Projects	Allocated to Projects	Encumbered / Expended	To Be Expended
Appearance (26%)	\$1,119,959.23	\$730,472.83	\$389,486.40
Cleanliness (19%)	\$429,920.00	\$173,120.00	\$256,800.00
Safety/Infrastructure (12%)	\$950,000.00	\$542,118.94	\$407,881.06
Parks & Open Space & Recreation Facilities (31%)	\$1,679,143.00	\$779,143.00	\$900,000.00
Economic Development (12%)	\$925,000.00		\$925,000.00
Support Costs	\$317,467.68	\$193,362.68	\$124,105.00
AVP Expenditure Totals	\$5,421,489.91	\$2,224,854.77	\$3,196,635.14

- Appearance
  - o Completed Breadbox Mural
  - o Completed Clean California Beautification Underpass project
  - o Approved Alisal District Identity Master Plan
- Cleanliness
  - o Initiated volunteer led clean ups: Alisal Street Corridor Ambassador Program
  - o Contracted Alisal Commercial Corridor Street/sidewalk clean up
- Safety and Infrastructure
  - o Prepared draft Streetscape Master Plan
  - o Approved Active Transportation Plan Update
  - o Conducted Master Trail Network analysis and design as part of Active Transportation Plan Update scope of work
  - o Upgraded streetlight LED bulbs in Fairview Neighborhood
  - o Completed Transit-Oriented Development Study – Background Conditions Report (Collaboration with MST)
  - o Adopted the Salinas Broadband Master Plan and Alisal Neighborhood Broadband Fiber Network Design
- Parks and OpenSpace
  - o Selected consultant and awarded contract to design and manage construction of park improvements at Closter and El Gabilan parks (under construction)
  - o Selected consultant team and awarded contract to design and manage construction of new Hebbbron Family Center (under construction)
  - o Completed trail improvements and installation of exercise equipment at Cesar Chavez Community Park
- Economic Development
  - o Launched Marketing and Technology Grant Program
  - o Implemented Shop Local Initiatives in collaboration with SUBA
  - o Developed Façade improvement grant/forgivable loan program





#### **Alisal Greening, Beautification and Safety (CIP 9345)**

To continue to leverage funding for AVP Implementation Project goals, Community Development staff and Public Works staff in partnership with Transportation Agency of Monterey County (TAMC) and Ecology Action successfully submitted application for the Clean California Local Grant program (Cal Trans) and as a requirement to receive and accept the grant which includes a 12.5% local matching commitment required between TAMC and City of Salinas. The project improvements include litter abatement, beautification through planting drought-tolerant vegetation and trees, a bioswale, wayfinding signage, a gateway monument, banners and murals, permeable pavers, sidewalk art highlighting safe routes through the neighborhoods, and education programming to foster a safe, clean, connected, and accessible environment. All improvements are concentrated along the E. Alisal Street corridor, the bustling and vibrant commercial heart of the area with an additional 5 miles of decorated sidewalk for safe routes to school connecting the corridor to 7 schools, 2 parks and community amenities such as the beloved Breadbox Recreation Center.

#### ***Police***

Measure G funds 29 positions and associated operations costs. The 12 Sworn and 17 Civilian staff work within several high priority divisions, including Police Administration (Support), Records, Traffic, and the Violence Suppression Task Force (VSTF). The support staff funded by Measure G provide critical research information and support to our officers and the community. Sworn officers within the Traffic Unit provide dedicated traffic enforcement and crash investigations, and

officers within VSTF work to disrupt violent crimes associated with gang activity, high-risk crimes, and the availability and use of illegal drugs.

### ***Fire***

Measure G funds eight positions within the Fire Department, including five Firefighters, two Fire Engineers, and an administrative Analyst I. Additional operating expenditures are budgeted for in the Administration, Suppressions, Prevention, Training, Vehicle Maintenance, and Hazardous Material Control divisions.

### ***Library and Community Services***

The Recreation & Park Services division is responsible for maintenance of parks and seven recreation centers where a variety of programs for all ages occur. A robust senior program is offered as well as early literacy, after school and teen programs. Community classes like karate and Zumba and our number of youth sports programs provide wellness opportunities and staff engages with the community via community events and other outreach opportunities. The division is also responsible for a number of youth development and resident engagement efforts administered by Volunteer & Neighborhood Services. A total of 15.5 FTE are funded by Measure G.



Playground Improvements (CIP 9060) - Ongoing repairs to various playgrounds. 4 new playgrounds have been installed leveraging Measure E, Measure G and ARPA funds.

Hebbron & Breadbox Needs Assessment (CIP 9165) - A new Hebbron Family Center is currently under construction. The 7,000 sq. foot facility will provide a number of recreational opportunities, community access and engagement opportunities to support the quality of life for neighborhood residents. Construction is anticipated to be complete by December 2025.

District 5 Recreation Center (CIP 9342) - A feasibility study of Northgate Park is underway. Phase I of outreach included a community meeting, electronic survey and a series of pop-up activities. Feasibility study will result in a conceptual design of the park to include a recreation center and other park amenities. The study will be completed in October/November of 2025.

Community Center Improvements (CIP 9352) - A facility assessment is needed in order to determine necessary repairs to the mechanical, electrical and building structure. Staff is currently working with Public Works to initiate this assessment.

Northgate Dog Park (CIP 9366) - This is being evaluated as part of the feasibility study of Northgate Park associated with the District 5 Recreation Center.

Sherwood Tennis Center Improvements (CIP 9379) – This funding is left over from the initial court refurbishment project. Staff is working with Public Works on a series of maintenance projects.

Athletic Field Repairs (CIP 9737) – measure G funds ongoing field repairs.

Irrigation Control System Retrofit (CIP 9840) - Irrigation controllers at all parks have been upgraded to provide remote access and efficient water management by leveraging ARPA funds.

### ***Public Works***

Soccer Field Cesar Chavez Park (CIP 9005) - Using Proposition 40 grant funds and Measure G funds, the Project was completed and anticipated to be accepted by Council in August 2025. Total cost of the project was \$1.6 million with most of the funding coming from the state grant.





Street Maintenance Equipment Replacement (CIP 9030) - Additional funds required in future allocations.

Tree Planting – Forest Management Plan (CIP 9043) - This project will pay for labor for planting of 300 trees that will be paid for by a CalFire grant. Planting by the California Conservation Corps is anticipated in late Summer.

Facilities ADA Transition Plan & Improvements (CIP 9217 - Additional funds required for ADA Transition Plan Update. Update is estimated at \$200,000.

Fleet Consolidation Replacement (CIP 9226) - Funds transfers to fleet vehicle fund. Fleet replacement abides to fleet replacement schedule.

No Parking/Street Sweeping Sign (CIP 9292) - Additional funds required for next phase of signage program. The cost of the 1st phase of signage was paid by ARPA cost \$500,000.

Active Transportation Plan (CIP 9349) - The Active Transportation Plan was completed and approved by Council in September 2024. The plan provides strategies to improve bicycle and pedestrian connectivity and safety by expanding bicycle and pedestrian networks, reducing vehicle trips, creating complete streets, and building a healthy and livable community.

Alisal Safe Routes to School Project (CIP 9360) - Project completed and anticipated to be accepted by Council in August 2025. The project constructed a pedestrian hybrid beacon, two radar feedback signs and installed street trees to enhance pedestrian safety.



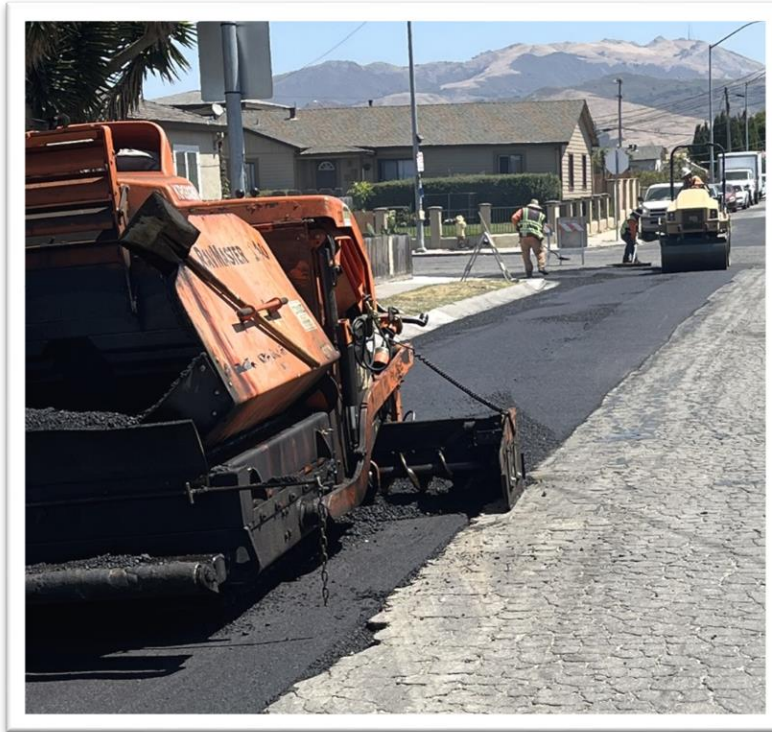
Industrial Waste Treatment Facility Flood Damage Repairs (CIP 9368) - During the 2023 and 2024 storms, silt was deposited in the percolation ponds at the Industrial Wastewater Treatment Facility. Silt removal was completed on January 27, 2025, removing approximately 10,011 dry tons of sediment. We are working on submitting reimbursements to FEMA for 75% of the total cost of the project.

Boronda Rd. Congestion Relief (CIP 9510) - Construction for Ph 1 improvements began in November 2024 and are anticipated to continue until late 2026.

Sidewalk & Drainage Repairs (CIP 9720) - 24 street segments of sidewalk were repaired, approximately 40,000 sf of sidewalk. A total of 66 new ADA ramps were included bringing the city closer to compliance with federal law. The 2025 Sidewalk project was awarded by Council in May 2025 and anticipated to begin in August 2025.



Street Preventative Maintenance Program (CIP 9981) - 16 roadway segments received pavement improvements, approximately 23 lane miles of roadway. Maintenance included crack treatment, asphalt patch and repair, asphalt overlay and full depth reclamation. Measure G, Measure X, and ARPA funds were used for these repairs. The 2025 Pavement project was awarded by Council in June 2025 and anticipated to begin in late summer 2025.



ATTACHMENTS:

June 30, 2025 Measure G Quarterly Report  
PowerPoint