



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: MAY 6, 2025
DEPARTMENT: ADMINISTRATION
FROM: RENE MENDEZ, CITY MANAGER
BY: PATRICIA M. BARAJAS, CITY CLERK
TITLE: 2025 SALINAS STRATEGIC PLAN

RECOMMENDED MOTION:

Receive and accept the 2025 Salinas Strategic Plan.

EXECUTIVE SUMMARY:

On February 22, 2025, the City Council held a Strategic Planning Session at the United Way Community Impact Center from 9:00 a.m. to 12:00 p.m. The City Council engaged in a half-day workshop with a focus on developing new strategic goals and priorities for 2025. The City retained Reva Feldman, LLC facilitator Reva Feldman to assist the Council the development of the Strategic Plan. The Plan is intended to serve as a roadmap for Council and staff for the next two years.

BACKGROUND:

The City Council identified the following Strategic Goals and key strategies. The Strategic Plan, included as an attachment, include a complete list of the strategies identified for each goal.

1. Economic Development
 - a. Continue implementation of the Alisal Vibrancy Plan
 - b. Support and engage both new and established businesses
 - c. Explore and expand Economic Development opportunities
2. Housing
 - a. Effectively promote the health and safety of unsheltered residents through supportive services and housing
 - b. Encourage and incentivize senior housing development
 - c. Facilitate housing development while minimizing impacts to neighborhoods
3. Infrastructure
 - a. Prioritize energy and efficiency and resiliency in city projects

- b. Improve sidewalks, streets and pothole maintenance
 - c. Invest in recreational and public facilities
- 4. City Services
 - a. Continue working on the Vision Salinas 2040 General Plan
 - b. Provide responsive and high-quality customer service
 - c. Enhance city communication efforts and engagement
- 5. Public Safety
 - a. Continue community policing strategies
 - b. Promote and increase local hire and staffing levels for both police and fire department
 - c. Evaluate and expand code enforcement efforts
- 6. Youth and Seniors
 - a. Partner with regional stakeholder to improve access to the arts
 - b. Improve, expand and develop youth and senior facilities and engagement programs
 - c. Consider joint use agreements with school districts for community use of recreation spaces

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). If future CEQA considerations are required for specific Strategies, staff will evaluate and bring forth for Council consideration.

STRATEGIC PLAN INITIATIVE:

This report establishes a new Strategic Plan document setting new goals and priorities.

GOVERNMENT CODE SECTION 84308 APPLIES:

No

DEPARTMENTAL COORDINATION:

The Salinas Strategic Plan document focuses on all areas of city government and will require cross-departmental coordination as key strategies are implemented.

FISCAL AND SUSTAINABILITY IMPACT:

Financing for strategies on the Strategic Plan will be budgeted within each Department's operation and capital improvement budgets. When individual projects bring an unforeseen, non-budgeted cost or a specific large cost into the picture, an action item will be presented to Council for consideration and approval.

ATTACHMENTS:
City of Salinas Strategic Plan