

CITY OF SALINAS

City Council Strategic Plan 2016-2019

Progress Update as of December 2016

January 24, 2017

ECONOMIC DIVERSITY AND PROSPERITY

KEY STRATEGIES 2016-2017

- Complete the Economic Development Element and Coordinate with Major Economic Development Initiatives
- Develop and Implement the Alisal Vibrancy Plan
- Develop AgTech Ecosystem Development
- Revise and Implement the Alisal Marketplace
- Revitalize Chinatown
- Entitle and Develop the Future Growth Area
- Enhance Permit Center Operations

ECONOMIC DIVERSITY AND PROSPERITY SECONDARY STRATEGIES

- Expand Tourism
- Implement the Downtown Vibrancy Plan
- Support Safe, Secure, Well Managed, Sustainable Water Supply

SAFE, LIVABLE COMMUNITY KEY STRATEGIES 2016-2017

- Recruit, Hire and Retain Public Safety Officers Reflective of the Community Served
- Re-establish State and Federal Partnerships to Fight Crime in the City
- Update Technology in Public Safety
- Prepare and Present to the Public a Community Policing Plan that Includes Support and Involvement of Neighborhoods
- Improve Code Enforcement in the City

SAFE, LIVABLE COMMUNITY SECONDARY STRATEGIES

- Assess the Cost Effectiveness of Contracting for Ambulance Transport

EFFECTIVE, SUSTAINABLE GOVERNMENT KEY STRATEGIES 2016-2017

- Review the Format, Structure, Purpose, and Processes of Existing Boards, Commissions, and City Council
- Review, Update, and Support Human Resources Excellence
- Inventory and Determine Cost Effectiveness of Outside Consultants
- Enhance Community Input and Participation

EFFECTIVE, SUSTAINABLE GOVERNMENT SECONDARY STRATEGIES

- Strengthen Efforts to Recruit and Hire Individuals that are Bi-Lingual and Speak the Language Reflective of the People in the Community
- Utilize a City Newsletter and/or Other Media to Increase Accessibility and Communication with the Public
- Improve Volunteer Relations and Support
- Enhance Staff and Council Leadership/Skills Development

WELL PLANNED CITY AND EXCELLENT INFRASTRUCTURE KEY STRATEGIES 2016-2017

- Increase the Rate of Planned Infrastructure Improvements
- Design and Seek Funding for the Laurel Extension Sidewalk
- Improve Fire Department Facilities and Equipment
- Design/Build Police Department Building
- Update Housing Element
- Engage Deep Water Desalination
- Begin Installation of Dark Fiber
- Update the General Plan

WELL PLANNED CITY AND EXCELLENT INFRASTRUCTURE SECONDARY STRATEGY

- Review Joint Use Agreements for Sharing Public Facilities

QUALITY OF LIFE KEY STRATEGIES 2016-2017

- Explore Carr Lake Opportunities
- Expand El Gabilan Library
- Conduct a Needs Assessment and Develop an Open Space Master Plan
- Upgrade Community and Recreational Centers
- Continue Collaboration with the County and Social Service Providers to Address the Needs of the Homeless

QUALITY OF LIFE SECONDARY STRATEGIES

- Review Library Hours to Address High Need
- Continue Working with all Parities in the Progress of Soccer Fields at Constitution Park
- Promote Public Art, Visual and Performing Arts, such as Theater, Music, etc.
- Expand Urban Green, Recycling, and Resource Renewal and Sustainability
- Meet More Needs of Immigrant Populations

CITY COUNCIL STRATEGIC PLAN UPDATE

2016-2019

