



SALINAS

C A L I F O R N I A

City Council Meeting
2025 Strategic Plan

May 6, 2025



2025 Strategic Plan

DEVELOP A CONSISTENT
LONG-TERM STRATEGIC
PLAN TO MEET THE
NEEDS OF THE
COMMUNITY

Economic Development



1. Complete an Agriculture Technology Plan and engage with key stakeholders to offer innovative workforce training
2. Support and engage both new and established businesses to drive economic growth and job creation
3. Revitalize residential and commercial blighted areas through targeted initiatives, private investment and community partnerships
4. Strategically explore and expand economic development opportunities throughout the City
5. Maximize the use of the airport property to boost economic growth



Housing



1. Continue to pursue transit-oriented housing development opportunities
2. Effectively promote the health and safety of unsheltered residents through supportive services and housing with our regional partners and non-profit Community Based Organizations (CBO)
3. Facilitate the addition of workforce, low-income, farm worker housing, and ADU development while minimizing impacts to neighborhoods
4. Streamline the entitlement and permitting of residential developments by implementing efficient workflows and ensuring timely reviews and approvals

Infrastructure

1. Improve the condition of the City's streets and sidewalks through proactive and creative maintenance and strategic infrastructure investments
2. Explore innovative ways using technology to improve the flow of traffic throughout the City
3. Continue to invest in recreational and public facilities to support our community
4. Evaluate capacity of City infrastructure systems in anticipation of future development

City Services



1. Complete the Visión Salinas 2040 General Plan
2. Promote equitable access to City services and foster inclusive development
3. Ensure fiscal responsibility and financial management
4. Provide high quality customer service
5. Expand the City's volunteer programs
6. Engage residents and improve communication to the community

Public Safety

1. Encourage emergency preparedness and resiliency throughout the community
2. Enhance recruitment initiatives to increase staffing for police and fire departments with a focus on hiring local talent
3. Continue community policing efforts to build trust, foster collaboration between law enforcement
4. Expand code enforcement capacity to address City-wide issues of blight, nuisance, parking, health and safety and unpermitted vending
5. Increase collaboration with partner agencies to address public safety public health issues

Youth and Seniors

1. Improve, expand and develop youth and senior facilities and programs
2. Consider joint use agreements with school districts for community use of recreational space
3. Increase community events throughout the City for youth and seniors
4. Partner with regional stakeholders to improve access to the arts