



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JANUARY 27, 2025

DEPARTMENT: PUBLIC WORKS, TRAFFIC & TRANSPORTATION DIVISION

FROM: DAVID JACOBS, PUBLIC WORKS DIRECTOR
LISA BRINTON, COMMUNITY DEVELOPMENT DIRECTOR

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TITLE: AMENDMENT NO. 1 TO AGREEMENT FOR PROFESSIONAL
SERVICE BETWEEN THE CITY OF SALINAS AND SWA GROUP
FOR THE ALISAL VIBRANCY PLAN: STREETSCAPE MASTER
PLAN

RECOMMENDED MOTION:

A motion to approve a resolution authorizing the City Manager to execute Amendment No. 1 with SWA Group for additional scope of work to complete the Alisal Vibrancy Plan: Streetscape Master Plan and increase the total compensation by \$42,000, for a revised not to exceed amount of \$441,900.

EXECUTIVE SUMMARY:

In November 2019, City Council accepted the Alisal Vibrancy Plan (AVP) as a key strategic planning document. The AVP builds on community work and recommendations collected through the Alisal Corridor Plan (Corridor Plan or ACP) approved by City Council in January 2019. The Corridor Plan is a complete streets concept that seeks to advance the goals of social equity, health, safety, and economic vitality along East Alisal Street. To advance implementation of the AVP's community recommended policies and actions, the City sought proposals for the Alisal Vibrancy Plan: Streetscape Master Plan (Master Plan). In April 2023, City Council authorized a design contract with SWA Group to develop the Master Plan. The project timeline has extended several months causing additional work. Staff is seeking authorization to execute Amendment No. 1 to increase the total compensation by \$42,000 for a new not to exceed amount of \$441,900.

BACKGROUND:

In 2016, the City of Salinas, in partnership with the Local Government Commission and Building Healthy Communities, received a Caltrans Sustainable Communities grant to prepare a complete street plan to advance the goals of social equity, health, safety and economic vitality along East Alisal Street in the East Salinas neighborhood. The Alisal Corridor Plan (Corridor Plan or ACP) was developed to align with the community's goals and complete streets concepts. The Corridor Plan was approved by City Council on January 22, 2019.

The Alisal Vibrancy Plan (AVP), guided by the visioning of the Corridor Plan, seeks to expand the ideals developed through the Corridor Plan to the entire Alisal neighborhood. The AVP is a result of years of visioning, community organizing, and relationship building between the City of Salinas and Alisal residents. The AVP seeks to communicate the collective vision, desires, and recommendations of those who live, work, and shop in the Alisal. Over 2,000 residents and community stakeholders participated the community-led engagement process that resulted in more than 150 strategies. Community recommendations evolved into guiding principles that led to the goals and policies documented as implementation actions in the final Alisal Vibrancy Plan. On November 5, 2019, City Council approved Resolution No. 21731 accepting the Alisal Vibrancy Plan as a key strategic planning document.

The AVP establishes four specific goals for Transportation and Infrastructure.

- ***GOAL TI 1: Design and Maintain Safe Streets.*** Transportation safety in the Alisal can be improved through better street and intersection design and maintenance. Well-marked crosswalks in addition to sidewalk connections and extensions can make neighborhood streets safer and more welcoming to pedestrians. Bike facilities will allow another way for residents to get around safely and easily. New curb and street designs will be used to decrease traffic speed in neighborhoods and around schools.
- ***Goal TI 2: Establish a Connected and Equitable Multimodal Transportation Network.*** Matching bus schedules and routes to community needs and creating a robust network of bike lanes can increase transit ridership and encourage many Alisal residents to use alternative forms of transportation. Encouraging carpooling and public transportation can reduce the number of cars on the road and provide suitable options for residents without cars.
- ***Goal TI 3: Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.*** In order for the Alisal to be a safe, healthy, and thriving community, sewers, stormwater systems, internet services, and other utilities must be upgraded to serve its population now and in the future. Green infrastructure, street furniture, and pedestrian design are also essential considerations for sustaining and supporting neighborhood activity.
- ***Goal TI 4: Improve Parking Management for Both Residents and Businesses.*** Demand for parking is exacerbated by the high residential density of the Alisal and lack of controls in commercial areas. By applying and effectively enforcing a parking management program, availability in commercial and residential zones can be increased. Efforts to promote alternative transportation can reduce parking demand and free up parking spaces by decreasing the amount of individual car trips.

To advance the AVP transportation and infrastructure goals, city staff solicited design companies to develop a streetscape master plan with specific streetscape concepts and guidelines that can be used to developed into viable projects to improve the functionality and safety of the Alisal's primary commercial corridors. The Streetscape Master Plan (Master Plan) builds upon the work from the Alisal Corridor Plan and the Alisal Vibrancy Plan, to provide a more comprehensive and

cohesive conceptual design for Alisal's major commercial corridors: East Market Street, North Sanborn Road, East Alisal Street, and Williams Road.

On April 18, 2023, City Council approved Resolution No. 22641 authorizing a design contract with SWA Group to develop the AVP Streetscape Master Plan. Development of the Master Plan has included concept development, analysis of traffic operations and traffic simulations, community engagement and outreach, and plan refinement. The Master Plan builds upon other planning efforts such as the Alisal Complete Streets, Safe Routes to School, Vision Zero, Urban Greening Master Plan, Salinas Active Transportation Plan, Urban Forest Management Plan and most recently, the Alisal District Identity Master Plan. Based on this background and community input received throughout the conceptual design process, the goals defined in the plan are to reduce vehicle speeds, create safer streets for everyone, enhance the public realm, foster community gathering spaces, and expand the urban tree canopy for a more resilient, beautiful, and healthy Alisal.

Community outreach which began once the initial concepts were developed, has not been without its challenges and some level of pushback from some members of the community. In fall 2023, the design concepts approach strategies of "connect the Alisal", "live the Alisal" and "plant the Alisal" were presented by SWA. In initial community outreach events, these concepts were widely supported by participants. When outreach expanded to an online survey, this provided a mixed reaction. In general, those opposed did not want any improvements to be made to the corridors. The team regrouped and a new messaging strategy was developed in which design solutions were provided for the issues voiced by the community (speeding, safety, and inadequate bike and pedestrian facilities). The reception was once again, favorable.

In December 2024, following months of additional concept iterations, analysis, additional community, and stakeholder outreach, and added coordination with the consultant teams preparing the Active Transportation Plan and Williams Road Safety Corridor project, the draft Master Plan was presented to the Traffic and Transportation Commission. Comments were received prior to the meeting, from the Monterey Salinas Transit (MST). MST is in the early stages of planning for bus rapid transit for the Alisal and has concerns that the proposed concepts may preclude that effort. Concerns were also voiced by the Salinas Fire Department. As they believed the proposed concepts may impact response times.

As indicated at the Commission meeting, community input has informed the design concepts, as did the award of a \$16 million grant for safety improvements to Williams Road secured through the federal Safe Streets and Roads for All (SS4A) grant program, and the award of a \$7.9 million grant from the Active Transportation Program (ATP) for bike improvements along John Street and Williams Road.

Currently, the design concepts present an illustration of how the visions and goals of the AVP can be implemented. Further refinement and engineering are required to develop the concepts into construction documents. At this time, funding is only available, through SS4A and ATP, for improvements on Williams Road and John Street. Development of those plans will require additional community engagement and working with agency partners like MST and our Fire

Department and public safety to bridge the gaps between speed reduction and convenience, access and parking, public safety, and resistance to change.

As indicated, SWA has extended their anticipated contract timeline and effort due to multiple concept design iterations. Staff recommends that Council authorize City Manager to execute Amendment No. 1 to increase the total compensation for a not to exceed amount of \$441,900 to complete the Master Plan.

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). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

The preparation of the Alisal Streetscape Master Plan furthers the City Council Strategic Plan goals of “Public Safety” and “Infrastructure and Environmental Sustainability”. The Streetscape Master Plan implements AVP priorities related to transportation and infrastructure by developing specific streetscape concepts and guidelines that can be used to delivered project to improve the functionality and safety of the Alisal’s primary commercial corridors to meet the needs of the community and create safe, efficient, multi-modal commercial corridors for all users.

DEPARTMENTAL COORDINATION:

Public Works Department staff led the solicitation, contract management, and review of the Master Plan with the support of Community Development staff and community stakeholders. The Legal Department assisted with finalizing the Agreement for Professional Services. The Finance Department has assisted in the project accounting.

FISCAL AND SUSTAINABILITY IMPACT:

There is no impact to the General Fund. This action appropriates an additional \$42,000 from the Alisal Vibrancy Plan (CIP 9246)

Fund	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 CIP Budget Page	Last Budget Action (Date, Resolution)
5800	30.9246-63.5010	Outside Services Professional Services	\$131,300	\$42,000	n/a	4/19/2023, Reso 22641

ATTACHMENTS:

Resolution

Attachment 1 – Amendment No. 1

Attachment 2 – Exhibit B Scope of Services and Fee

Attachment 3 – Exhibit B-1 Scope of Services and Fee

Attachment 4 – Resolution Number 22641