

EDE Policy/Action Item	Included In 5-Year Action Plan	2106-2019 Strategic Plan Objective	Implementation Status
<b>Land Use</b>			
<b>Goal ED-LU-1 – Promote economic development through focused land use planning, targeted circulation and infrastructure improvements, and expanded resource availability.</b>			
Policy ED-LU-1.1 – Recognize the Economic Opportunity Areas identified by the community, and prioritize them for short-term, mid-term and long-term development, recognizing that priorities may change over time and the City must be able to quickly respond to market demands (see Economic Opportunity Areas map).	Yes	Economic Diversity and Prosperity	
Action LU-1.1.3 – Periodically review existing City economic development activities specific to land use and development, determine the optimum form and function for economic development efforts and programming, and coordinate those efforts with the business community as strategic partners.	Yes	Economic Diversity and Prosperity	City staff continue to attend the Salinas Valley Chamber of Commerce Government and Business Committee, Salinas Unified Business Association (SUBA) and Salinas City Center Improvement Association monthly board and committee meetings.
Action LU-1.1.5 – Continue to actively engage the type of community outreach utilized in the Economic Development Element process and recommended in the "Blue Ribbon Committee report," to update the General Plan, develop City policies, prepare applicable Municipal Code and Zoning updates, and develop reforms in procedures and practices in the delivery of City services (including permit streamlining).	Yes	Economic Diversity and Prosperity	Visión Salinas is a citywide coordination effort focused on streamlining outreach of the Chinatown; Alisal; Parks, Recreation Centers and Libraries; and the Public Art Master Plan. It is the precursor and will also be the branding behind the upcoming General Plan Update which will commence Early 2020 with the release of a RFP seeking a consultant team to prepare the Update. Fo to the Visión Salinas Website to see the finalized Guiding Principles <a href="http://www.visionsalinas.org">www.visionsalinas.org</a> . An Administrative Report on improvements at the Permit Center and the implementation of the (Kaisen) Action Plan for the Building Plan Submittal and Review Process was provided to the City Council on April 2, 2019. See <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=3904424&amp;GUID=D5E2FF3B-99BA-4901-8D76-33B2DDF899D5">https://salinas.legistar.com/LegislationDetail.aspx?ID=3904424&amp;GUID=D5E2FF3B-99BA-4901-8D76-33B2DDF899D5</a> for staff report.
Policy ED-LU-1.2 – Promote redevelopment and revitalization of the existing five General Plan "Focused Growth Overlay Areas" (Laurel Drive at North Main Street, North Main Street/Soledad Street, South Main Street, Abbott Street, and East Alisal Street/East Market Street) to accommodate a significant volume of new development capacity. The existing boundaries of the Focused Growth Overlay Areas include portions of Economic Opportunity Areas O, S, R, U, and X.	Yes	Economic Diversity and Prosperity	Five Census Tracts within the City of Salinas (including EDE Economic Opportunity Areas and Focused Growth Areas) have been identified as being located within an Opportunity Zone as defined by IRC Section 1400Z. This section allows for the deferral of capital gains from the sale of property if those gains are invested in businesses located in low income communities identified as Opportunity Zones. The City has begun efforts to market targeted sites within the Opportunity Zone, including portions of its Downtown. 2018-19: Portion of the focus area East Alisal Street/East Market Street is included in the East Alisal Corridor Plan approved by the City Council in January 2019, that envisions land use and transportation improvements to improve safety and convenience for all road users. Bids received for W. Alisal complete street improvements from Blanco to Front Streets. Anticipate start of construction Summer 2019.
Action LU-1.2.2 – Develop corridor plans (or other plans as applicable) and an intensification strategy for each Focused Growth Overlay Area as determined by the City, with emphasis on solving parcel assembly and parking issues to maximize efficiency of development, as well as derivation of gap funding resources in-lieu of redevelopment funding. Update existing Focused Growth Overlay District regulations to adopt infill and corridor intensification standards, as needed, that include incentives such as streamlining entitlement and environmental review processes, and fee deferrals, as appropriate.	Yes	Economic Diversity and Prosperity	Planning efforts in Chinatown (Area R) and Alisal (Area U) will be completed in 2019. Both plans will consider intensification of use and will provide recommended zoning regulations, design standards, and incentives needed to achieve desired intensification. Plan Implementation chapters will identify potential funding sources and strategies needed to support future development. In January 2019 the City accepted the East Alisal Corridor Plan which represents the community's vision for a safer and more attractive corridor for all users. See Alisal Vibrancy Plan website: <a href="http://alisalvibrancy.org">alisalvibrancy.org</a> and Vision Salinas website: <a href="http://visionsalinas.org">visionsalinas.org</a> for more detailed information.
Action ED-LU-1.2.3 – Evaluate eliminating the City's inclusionary housing requirements for development within the Focused Growth Areas and other downtown areas, or the City as a whole.	Yes	Well Planned City and Excellent Infrastructure	Completed. With the 2017 Inclusionary Housing Ordinance update the Downtown Core Overlay area is exempted from inclusionary housing requirements.
Policy ED-LU-1.3 – Promote and prioritize redevelopment and revitalization of the "community core" areas, consisting of the Central City Overlay, Focused Growth Overlay Areas and Economic Opportunity Areas (some of which include Focused Growth Overlay Areas as noted in Policy ED-LU-1.2). These areas include: O - South Main Street; P - Downtown Vibrancy Plan Q - TOD Rail Infill; R Chinatown; S - North Main Street Corridor; T - Alisal Marketplace; U - East Alisal, East Market Street, Williams Road, and Sanborn Road; W - West Market Street; X - Abbott Street; and Y - South Abbott Street. Prioritizing redevelopment in the "community core" will ensure the efficient use of land and existing infrastructure and services (e.g. roads, transit, water, sewer, schools, etc.).	Yes	Economic Diversity and Prosperity (Secondary Strategy)	See Policy ED-LU-1.2 and associated Actions.

<p>Action LU-1.3.1 – Utilize the Downtown Vibrancy Plan as a tool to work towards revitalizing the downtown area (Economic Opportunity Areas P and Q) to create a desired destination for people and businesses. Revise existing City policies and regulations as needed to incorporate the Downtown Vibrancy Plan recommendations and incentivize and streamline new investment (e.g. develop a signage and gateway program, provide pedestrian amenities, create a façade program(s), parking management plan, explore form-based codes etc.).</p>	<p>Yes</p>	<p>Economic Diversity and Prosperity (Secondary Strategy)</p>	<p>On October 24, 2017, the City Council adopted the Main Street Streetscape Master Plan, which addresses key DVP recommendations to alter circulation patterns and street characteristics to emphasize Downtown as a destination and activity center. The Master Plan addresses circulation, pedestrian and bicycle connectivity, and streetscape design including gateways, signage, landscaping, lighting and public space amenities. Concepts presented in the Master Plan will be further refined as part of the design process. At the same meeting, the City Council appropriated \$1.1 million dollars of Measure X funds towards design and engineering. Construction cost is estimated to be \$12M. The Salinas Rotary will fund the cost of an arch.</p> <p>The City is nearly complete with the construction document. Final coordination with project partner specifically SCCIA, Rotary and utility companies is required in order to properly bid this work. The City is hiring a construction manager to manage day to day construction activities, help with public outreach and reduce unforeseen construction issues to keep cost contained. The City anticipates going to construction in early 2020.</p>
<p>Action LU-1.3.2 – Support key catalyst development projects in the downtown area (Economic Opportunity Areas P and Q), such as the Taylor Farms Corporate Headquarters and other development projects that bring more people into and help revitalize the downtown. With the implementation of the Downtown Vibrancy Plan and the completion of catalyst projects, the City should also consider the following action steps for the downtown and as applicable, the adjoining Alisal areas:</p> <ul style="list-style-type: none"> <li>• Identify potential opportunities to expand the National Steinbeck Center footprint (e.g., conference room/gallery addition on open corner of Market and Salinas Streets);</li> <li>• Provide a pedestrian connection from the intermodal center to the downtown;</li> <li>• Promote and require develop urban plazas, open space areas and pocket parks;</li> <li>• Prepare and implement a Government Center Plan which consolidates Federal, State, County and City assets with connections to Main Street;</li> <li>• Consider restoring two-way traffic on Main Street, Salinas Street and Monterey Street and creating a long-term parking plan for downtown that balances the use of street and surface parking, private parking and parking structures;</li> <li>• Create parking meter zones or parking benefit districts for the area to help finance improvements and structured parking in those districts.</li> <li>• Encourage development and parking structures on City-owned surface parking lots where surface parking can be replaced by structured parking. Street levels of parking structures should be designed with retail or commercial uses as practical;</li> <li>• Remove building heights limits, as long as they step back from the buildings that face Main Street (see Center City Overlay District Regulations) and improve night lighting of buildings (e.g., storefronts, street lights, illuminated signs, feature lighting, etc.) in accordance with CPTED principles for enhanced safety;</li> <li>• Create gateways, along with a thematic “Salinas” sign program, to direct visitors and residents to the downtown (i.e. Alisal Street, Market Street, South Main Street, North Main Street, etc.) that is consistent with the gateway message portrayed at the City’s edges;</li> <li>• Encourage a generous display of public art in both public and private places in commercial areas by encouraging artists to display work publicly through programs with local arts groups and with an emphasis on Salinas historical roots and future opportunities;</li> <li>• Make improvements to Bataan Park (fencing, tree trimming, paving, lighting, public art, etc.) while enhancing the tribute to Bataan veterans through adding historic interpretive elements;</li> <li>• Continue to utilize the City’s Master Sign Plan process. Maintain quality requirements, but consider lifting bans on projecting, moving, neon, roof-mounted and other restrictions to enable broad variation in sign design, type, size, placement, and administrative approval for downtown businesses;</li> <li>• Promote live entertainment and distinctive outdoor dining areas by changing City regulations and streamlining permitting including seating throughout the mixed-use and commercial districts in the downtown area on sidewalks;</li> <li>• Redesign and prioritize sidewalk improvements as an essential element in creating accessible, walkable, active, and safe environments that will attract people to use them;</li> <li>• Expand the downtown area east to Front Street to better integrate and connect the residential neighborhoods and potential Economic Opportunity Sites adjacent to the Downtown;</li> <li>• Enact policies and focus programs to establish a future Homeless Services Center outside of downtown to minimize the negative effects of the homeless population on downtown properties and businesses;</li> <li>• Explore reducing the minimum parking requirements in downtown and all other central commercial areas; and</li> <li>• Work with Monterey County to implement the Government Center Plan.</li> </ul>	<p>Yes</p>	<p>Economic Diversity and Prosperity (Secondary Strategy)</p>	<ul style="list-style-type: none"> <li>• Many of the recommendations listed under this action are moving forward. The Main Street Streetscape Master Plan illustrates recommended connectivity between Government Center Buildings and the Downtown. It also restores two-way traffic on Main, Salinas and Monterey Streets.</li> <li>• Continuing work on the parking management plan including taking sustainability measures for the downtown parking district, one of the engines that will support downtown vibrancy. Parking rate adjustments, a new garage management contract, and other fiscally prudent measures are taken with the new downtown parking district enterprise. These steps enable continuing phases of the parking management plan towards the coming fiscal year. Next steps include implementing a phased on street paid parking program and supporting parking services during the construction infrastructure projects (~\$10 M) coming to downtown.</li> <li>• City and County staff meet monthly to discuss and coordinate implementation of the Downtown Government Center MOU. In 2018, the County completed renovation of the East West Wings and the old County Courthouse. The District Attorney’s office moved into the East-West Wing and temporary modular buildings were removed. City and County staff are studying the feasibility of a shared Government Center parking structure at Gabilian and Church Streets. A feasibility study looking at parking needs and sources of funding is being prepared. In the interim, the County is developing the design and and cost estimates for a temporary surface parking lot on the site. The City is also preparing a RFQ to create a Lincoln Corridor/Downtown Master Plan that would include the design and construction of a new City government center, parking structure and repurposing of City surface parking lots. See 2018 MOU Annual Update at <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=3756854&amp;GUID=91C9B19F-3C87-4671-8EC2-973BAEDD66DD">https://salinas.legistar.com/LegislationDetail.aspx?ID=3756854&amp;GUID=91C9B19F-3C87-4671-8EC2-973BAEDD66DD</a></li> <li>• Based on recommendations in the Downtown Housing Target Market Assessment, the City adopted an Adaptive Reuse Ordinance in July 2018, that was expanded in September 2018 to include the Central City Overlay to remove regulatory barriers, such as density and open space requirements to incentivize the conversion of upper floor commercial space to residential uses (adaptive reuse). 401 Monterey Street is one completed adaptive reuse project, bringing 16 housing units to the Downtown Core.</li> </ul>
<p>Action LU-1.3.3 – Adopt the Chinatown Plan and Rebound Implementation Strategy to revitalize the area (Economic Opportunity Area R) and connect it to Carr Lake to the north and the Intermodal Transportation Center and downtown to the south. Revise existing policies and regulations as needed to incentivize and streamline new investment (e.g., architectural design standards, signage and gateway program, pedestrian amenities, façade programs, parking management, etc.).</p>	<p>Yes</p>	<p>Economic Diversity and Prosperity</p>	<p>The Chinatown Revitalization Plan process is moving forward and will be completed in September of 2019. Agendas and Minutes from TAC and Working Group meetings are on the Chinatown website, <a href="http://www.visionsalinas.org/app_pages/view/81">http://www.visionsalinas.org/app_pages/view/81</a>. Past year’s highlights include April 2018 Local Economic Advisory Program (LEAP) Event where a consultant team worked with community stakeholders to build consensus on an revitalization strategy (see <a href="https://www.visionsalinas.org/chinatown-library">https://www.visionsalinas.org/chinatown-library</a>), the second annual Chinatown Block Party in November 2018 and the submission of a Brownfields Community Wide Assessment Grant Application in the amount of \$300,000 to the Environmental Protection Agency (EPA) to target the remediation of contaminated sites in Chinatown in January 2019.</p>
<p>Action LU-1.3.4 – Promote the development of the Alisal Marketplace (Economic Opportunity Area T) and evaluate creating a culturally themed district, for purposes of creating identity, and extending the district from the Alisal Marketplace into East Alisal.</p>	<p>Yes</p>	<p>Economic Diversity and Prosperity</p>	<p>The Alisal Vibrancy Plan effort is revisiting the 2008-2010 Alisal Marketplace proposal as an opportunity site with a focus on approximately 2.5 acres adjacent to the Police Headquarters at 312 Alisal Street. See Action QL-1.1.5. Comments received from community engagement focus on incorporating a plaza, flexible business space, health services and housing. More details are provided on the Plan website: <a href="http://alisalvibrancyplan.org">alisalvibrancyplan.org</a></p>

Action LU-1.3.7 – (A) Improve pedestrian, bicycle and vehicular connections from North Main Street to Carr Lake (Economic Opportunity Area S), (B) continue to upgrade and expand the El Gabilan Library, as needed, and (C) amend the Zoning and Zoning Code, as needed, to incentivize investment by landowners.	Yes	Quality of Life	The El Gabilan Library project broke ground September 10, 2018, after receiving \$21 million in bond proceeds. It is 22% complete, and is on schedule for 100% completion by the end of December 2019. There have been no change orders or delays in the schedule. See April 2, 2019 City Council Status update <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=3904419&amp;GUID=DDB26A13-602E-479A-9994-E3080A15F958">https://salinas.legistar.com/LegislationDetail.aspx?ID=3904419&amp;GUID=DDB26A13-602E-479A-9994-E3080A15F958</a> and attached presentation.
Action LU-1.3.9 – On the major Alisal Street corridors (Economic Opportunity Area U), a portion of which includes the Alisal Street/East Market Street Focused Growth Overlay Area, where feasible, widen sidewalks, install corridor meridians and enhanced crosswalks for pedestrian safety; create plazas, urban spaces and parks and provide landscaping, street furniture, and pedestrian-scale lighting. Create a design aesthetic that reflects the culture of the community and provide enhanced code enforcement to enhance health and safety and create and maintain the character of the community.	Yes	Economic Diversity and Prosperity	This action is being address through the E. Alisal Corridor Complete Streets Plan (January 2019) and the Alisal Vibrancy Plan process. See Policies LU 1.2 and ED-CA-1.2 and associated Actions related to complete street planning efforts.
Policy ED-LU-1.4 – Create and implement a vision and plan and encourage development for the Carr Lake area (Economic Opportunity Area V), and the areas within the Carr Lake vicinity, as the "Sports Capitol of the Central Coast" which serves as a recreational/sports/cultural/commercial "centerpiece" for the community that unites and connects all segments of Salinas to the east, north, downtown, and south with a "park centered" design. Focus on development of retail, additional sports complexes, development of joint-use agreements for use of schools and the Constitution Boulevard regional soccer complex as sports venues, and collaboration with foundations and the private sector, while maintaining Carr Lake's function as a reclamation/flood control facility.	Yes	Quality of Life	
Action LU-1.4.1 – Undertake a visioning process which actively engages the Carr Lake landowners, community, and other stakeholders including federal, state, and regional agencies. Some of the key items to be considered include: <ul style="list-style-type: none"> <li>• Utilizing and promoting the natural drainage in Carr Lake as an amenity and opportunity which should be incorporated as a primary feature of any specific plan developed for the area.</li> <li>• Improving and facilitating pedestrian, bicycle, and vehicular circulation to ensure connections to the community as a whole. Link Carr Lake to an expanded network of open space pedestrian and bicycle trails such as Natividad Creek Park.</li> <li>• Analyzing the feasibility of locating a large outdoor concert venue within Carr Lake similar to Shoreline Amphitheater in Mountain View, California. Connect Carr Lake to North Main Street, the Salinas Sports Complex, the regional soccer complex at Constitution Boulevard, and commercial uses west of Sherwood Drive.</li> <li>• Designating the Carr Lake area as a community "Recreation District" to create an identity and a destination, and utilize the Constitution Boulevard regional soccer complex as one of the catalysts for promoting the district.</li> </ul>	Yes	Quality of Life	Big Sur Land Trust (BSLT) working with the Carr Lake Partners Group developed two high level vision concepts for a new park on BSLT property based on community meetings held in summer and fall 2018. BSLT secured a \$488,760 grant from the State Coastal Conservancy in support to the next phase of planning work; additional studies and 30-50% site design. A summary of BSLT's community engagement and planning efforts is attached.
Policy ED-LU-1.6 – Facilitate the review and approval of the North of Boronda Future Growth Area Specific Plans to create high-quality residential and mixed-use housing opportunities to meet the housing needs of an expanding community workforce (Economic Opportunity Area I and a portion of H).	Yes	Economic Diversity and Prosperity	
Action LU-1.6.1 – Process Specific Plan entitlements for the North of Boronda Future Growth Area.	Yes	Economic Diversity and Prosperity	City staff continue to work with the proponents of the West Area and Central Area Specific Plans. Staff released the West Area Specific Plan Draft Environmental Impact Report and Specific Plan for the required 45-day public review period on February 27, 2019. The public review period ends on April 15, 2019. Staff anticipates bringing the project forward to City Council for entitlement in June 2019. The Central Area Specific Plan will follow in fall / winter 2019.
Policy ED-LU-1.7 – Increase the supply of land adjacent outside of the existing city limits for targeted economic development by expanding the City's jurisdictional limits and Sphere of Influence, primarily to the north and east for targeted economic development.			With the adoption of the EDE in December 2017, the City identified five Target Areas (443 acres) outside the City limits and Sphere of Influence as Future Growth Areas to increase the supply of land for revenue and job generation development.
Policy ED-LU-1.9 – Focus new agricultural industrial business and job growth at the southeast end of the City in Economic Opportunity Areas A, B, C, D, E, F, and G.	Yes		Staff refers inquiries to available opportunity sites.

Action LU-1.9.1 – Implement the Salinas Ag Industrial Center Specific Plan with the Uni-Kool Partners.	Yes		The City analyzed, and was ready to proceed with forming an Enhanced Infrastructure Finance District (EIFD) to provide the required infrastructure for the Salinas Ag-Industrial Center (Uni-Kool property) to be developed. The property owner and prospective ag-industrial user were not able to reach a development agreement.
Action LU-1.9.2 – Implement the Salinas Municipal Airport Master Plan focusing first on the following <ul style="list-style-type: none"> <li>• Core area of Airport Boulevard;</li> <li>• East side properties through partnering with Hartnell College for enhancement of the ag-tech center, with potential land-swap to provide access to east side of the airport from Alisal Road, and other related opportunities; and redesignate and rezone Hartnell Alisal campus, as appropriate;</li> <li>• Creation of east side access to the future Eastside Expressway;</li> <li>• Targeting potential users for commercial or freight service such as FedEx and UPS;</li> <li>• Facilitating development of additional private jet hangars and facilities to further enhance and build on existing hangar development; and</li> <li>• Continue to enhance and support community destination oriented events, such as the Salinas Airshow “Every Kid Can Fly” program with Rancho Cielo to promote the interest of in careers as pilots or in aviation.</li> </ul>	No		Parts of the Salinas Municipal Airport Master Plan are underway in order to enhance infrastructure with AgTech development clusters. A draft Layout Plan and Narrative Report has been completed and will be presented to City Council for consideration by June 2018. The report focuses on airport facility inventory and capital needs based on forecasted demand. The City of Salinas has entered into an Exclusive Negotiating Agreement for the development of the parcel. City Staff is working with developer to encourage development that is both compatible with the airport and the EDE. The City of Salinas is working with private entities to enter into long term agreements for the development of larger hangars capable of housing business and corporate fleet type aircraft. The Airport Enterprise executed an agreement with the Bob Hoover Academy (successor to the Every Kid Can Fly Program). The Bob Hoover Academy expanded its operation to include a full motion flight simulator. In the coming years the City and Bob Hoover Academy will focus on improving the 240 Mortensen Building to create a university atmosphere, offering the direct access to a local STEM program.
Action LU-1.9.3 – Prepare an economic impact study for the Salinas Airport to assess the benefits of airport development and operations and to position the Salinas Airport for future grants and subsidies.			The Economic Impact Study, coupled with a Social Impact Study will be completed in Calendar years 2019/2020. Three responses to the City’s Request for Proposals are being reviewed and evaluated by staff.
Policy ED-LU-1.10 – Work with Hartnell College to promote continued development of its East Campus (Economic Opportunity Area E) in a manner that is synergistic between health care, agriculture, technology, education, and emerging industry sectors to address advancing technology in the agricultural industry.	Yes	Economic Diversity and Prosperity	Airport Management meets with the NASA/SEMA program coordinators regularly to discuss opportunities between the airport and Hartnell College. Also see Policy ED-WF-1.1
Action LU-1.10.3 – Ensure land use compatibility between development within the East Campus and the operations of the Salinas Municipal Airport.			This action requires the County of Monterey to update the 1982 Airport Land Use Compatibility Plan. The County of Monterey is the responsible body as per state legislation to ensure the airport has an up to date Land Use Plan. The City of Salinas includes the Airport Land Use Compatibility Plan in the annual Capital Improvement Program application to CalTrans Division of Aeronautics for possible grant funding.
Action LU-1.10.4 – Support and enhance the aviation science curriculum and entrepreneurial aviation commercialization opportunities with Hartnell College.			Airport Management meets with the NASA/SEMA program coordinators regularly to discuss opportunities between the airport and Hartnell College.
Action LU-1.10.5 – Support expansion of Federal and State agriculture and tech- related services such as the FDA mobile testing labs.			As the City moves forward with the Exclusive negating agreement, City Staff will work with developer to encourage development that is both compatible with the airport and Federal and State agriculture and tech- related services such as the FDA mobile testing labs.
Policy ED-LU-1.11 – Promote and focus new commercial (e.g. retail, office, business park) job growth at the north end of the City in Economic Opportunity Areas K and L.	Yes		
Action LU-1.11.1 – Work with landowners to create a North Salinas “high-tech” Business Park Plan that focuses on new development adjacent to the new U.S. Highway 101/Russell Road interchange and connects to the current City infrastructure network and City municipal golf course (Area K).	Yes		A property owner in Target Area K has been approached by a prospective end user. Staff has outlined the entitlement process, including, but not limited to, the preparation of a specific plan and annexation through LAFCO. City and County staff have drafted an Interim Processing Agreement outlining principles and protocols for the coordination of application processing in Area K as the County has received an application for commercial retail development in the Area K Economic Development Reserve Area, just north of Target Area K at Sala Road.
Policy ED-LU-1.15 – Create a program to “Green Salinas Streets”.	Yes		
Action LU-1.15.1 – Update the inventory of the City’s street trees.	Yes		Public Works provided a Urban Forestry Update and Management Plan to City Council in January 2017 ( <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=2942260&amp;GUID=0B4777CF-9EA5-4313-A45C-4691E9D03AF4">https://salinas.legistar.com/LegislationDetail.aspx?ID=2942260&amp;GUID=0B4777CF-9EA5-4313-A45C-4691E9D03AF4</a> )
Action LU-1.15.2 – Create and implement an urban forest management program to add to the City’s current tree stock, monitor tree health, including regular trimming, and maintain tree health with the theme of greening the City. Avoid species and replace specimens that block views of commercial buildings, signage, light from streetlights, views from upper floors and that block daylight to sidewalks and upper building floors. Incorporate the existing City street tree program, as described in the municipal code, with the City’s planned Urban Greening program to ensure consistency of the urban forest management program with existing/planned City greening actions.	Yes		Public Works provided a Urban Forestry Update and Management Plan to City Council in January 2017 ( <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=2942260&amp;GUID=0B4777CF-9EA5-4313-A45C-4691E9D03AF4">https://salinas.legistar.com/LegislationDetail.aspx?ID=2942260&amp;GUID=0B4777CF-9EA5-4313-A45C-4691E9D03AF4</a> )
<b>Circulation</b>			

Policy ED-C-2.1 – Partner with TAMC, Caltrans and other agencies to realize commuter rail service to Salinas from the San Francisco Bay Area, to focus City actions and investment to implement the Salinas Intermodal Transportation Center (SITC) Master Plan, including land acquisition and extension of Lincoln Avenue, and to promote transit-oriented, high-density residential, commercial, and office infill within the SITC plan area.	Yes		In February 2017, the City entered into a Memorandum of Understanding (MOU) with the Transportation Agency of Monterey County (TAMC) and Monterey Salinas Transit (MST) for the Kick Start phase of planned improvements to the Salinas Intermodal Transportation Center (ITC), including the Lincoln Street extension. The MOU outlines the project, agency roles and responsibilities and disposition of property after project completion. City and TAMC staff meet on a regular basis to coordinate TAMC's Kick Start project which includes the Lincoln Street extension. TAMC's contractor demolished the buildings in late summer 2018 and took their portion of the project to bid in March 2019 and awarded to a contractor. The City's portion of the project is currently out to bid with a bid opening date of April 9, 2019, construction is anticipated to commence late May/early June 2019. TAMC continues to have discussions with potential commuter rail providers to bring service to Salinas.
Policy ED-C-2.2 – Fund and implement the Downtown Vibrancy Plan recommendations and improve broader access to and within the downtown core area.	Yes	Economic Diversity and Prosperity (Secondary Strategy)	See Actions LU 1.3.1 and LU 1.3.2 above.
Policy ED-C-2.10 – Partner with the agricultural business community and Monterey County to locate a freight facility adjacent to the City that has statewide, national and international connections and identify a site, freight facility physical and operational needs, funding, and leadership to pursue and develop this facility.	Yes		Currently no action is being taken on this item.
Policy ED-C-2.13 – Prioritize the creation and enhancement of transit, bicycle, and pedestrian facilities in areas that will attract users. Such areas should include neighborhoods or corridors with high proportions of one- and zero-vehicle households, areas with high residential and/or employment density, concentrations of retail, cultural, and civic destinations and/or areas with reduced parking requirements.	Yes	Well Planned City and Excellent Infrastructure	Current community planning efforts (Chinatown, Alisal and Parks, Rec and Libraries Master Plan) and safe-routes to school and other street improvement projects prioritize the creation and enhancement of transit, bicycle, and pedestrian facilities to connect neighborhoods, commercial corridors and public facilities. Also see Policy ED-CA-1.2 and associated Actions related to complete street planning efforts. 2018-2019: The East Alisal Corridor Plan was approved by the City Council in January 2019. It envisions complete streets improvements focused on safety and encouraging active living along the corridor from Front Street to Bardin Road. A State grant funded project to provide Safe Routes to School along Bardin Road that includes roundabouts, buffered bike lanes, pedestrian enhancements is also in design. New traffic signals are proposed at Williams Road/Garner intersection, Las Casitas/Constitution Blvd. A new mini-roundabout with all safety features associated is also being designed at the intersection of Sanborn Road and East Boronda Road. Also completed was the North Sanborn corridor signal enhancements which introduces smart signal technology at 10 signalized locations. Operational efficiencies are improved as well as features that support safe pedestrian travel: countdowns and leading pedestrian phases were installed.

#### Infrastructure

Policy ED-I-3.2 – Redesign existing wastewater and storm drainage infrastructure systems, including broad municipal level wastewater and storm water solutions for water reuse, and ensure that outdated infrastructure is upgraded to accommodate existing and future businesses.	Yes		Actions 3.2.1 through 3.2.5 stem from the October 27, 2015 Agreement for Conveyance and Treatment of Industrial Waste Water by and Between the City of Salinas and the Monterey Regional Water Pollution Control Agency. Note: the Monterey Regional Water Pollution Control Agency is now Monterey One Water (M1W)
Action I-3.2.1 – Work with Monterey Regional Water Pollution Control Agency (MRWPCA) and the Monterey County Water Resources Agency (MCWRA) to create a viable water source from conversion of industrial wastewater and capture of storm water from the City.	Yes		Actions 3.2.1 through 3.2.5 stem from the October 27, 2015 Agreement for Conveyance and Treatment of Industrial Waste Water by and Between the City of Salinas and the Monterey Regional Water Pollution Control Agency Note the Monterey Regional Water Pollution Control Agency is now Monterey One Water (M1W)
Action I-3.2.3 – Design, fund and construct improvements to the Industrial Waste Water Treatment Facility to convert the wastewater into potable water or aquifer recharge water for sale or reuse.	Yes		Facility improvements have been completed to transport industrial wastewater from the Salinas Pump Station to the Storage Ponds at the Industrial Wastewater Treatment Facility. This involved installation of 9,600 linear feet of 42-inch and 2,300 linear feet of 36-inch diameter pipeline.
Action I-3.2.4 – Plan, design, fund, and construct improvements to the City's storm water system to allow direct flow to the Industrial Waste Water Treatment Facility for capture and reuse.	No		A \$10M grant has been secured by M1W and the City to construct improvements to the Industrial Wastewater Treatment Facility and is currently in design phase. Improvements include a new diversion structure, pipeline, and pump station to collect water from the Storage Ponds and infrastructure to collect dry weather flows and first flush stormwater discharges for conveyance to the M1W Municipal Wastewater Treatment Plant (Municipal WWTP) for treatment, reuse and injection.
Action I-3.2.5 – Replace and maintain the Industrial Wastewater Treatment Facility pipelines, as needed, serving the agricultural/industrial processing businesses within the community.	Yes		The City has plans to investigate increasing the capacity of the pump station serving the Airport area of the Industrial Wastewater Treatment System. This has been identified as a future capital improvement project and budget allocations have been made accordingly.

#### Retail, Entertainment, Tourism

<b>Goal ED-RET-1.1 – Enhance retail, entertainment, and tourism opportunities throughout the City.</b>			
Policy ED-RET-1.1 – The City will continue to invest in promoting the City's history, cultural diversity, and positive attributes of the community, focusing on safety, jobs, and health.	Yes		
Action RET-1.1.3 – Continue to fund and expand the City's existing City marketing, promotion and economic development efforts and coordinate those efforts with the Chamber of Commerce, the Salinas Valley 411 marketing project, the Monterey Bay Visitors and Convention Bureau, the Monterey County Business Council Ambassadors Program, and other regional and statewide partners.	Yes		Marketing efforts from Development Counsellors International (DCI) continue to provide exposure for the City. The City has developed a microsite ( <a href="http://www.agtechsalinasca.com">www.agtechsalinasca.com</a> ) that provides information about our AgTech ecosystem and helps identify potential partners to help in areas of entrepreneurial support or workforce. The DCI contract amount for 2018-2019 was \$120,000. The City also continued its membership with MCCVB as a marketing partner. 2018 Annual membership was \$82,000. In addition the City is supporting the California Welcome Center renovating and leasing a portion of the Freight Building at the ITC at below fair market value.
Action RET-1.1.8 – Support the Historic Resources Board and its efforts to promote heritage tourism in the City. Efforts include the following: <ul style="list-style-type: none"> <li>• Preparation of brochures, tours, and other activities promoting the City's historic resources.</li> <li>• City staff support for the Historic Resources Board to assist in tourism and historic preservation efforts.</li> <li>• Development of a list of all historic properties and designation of properties as local historic resources, including the Armory Building, City-owned buildings on the block east of City Hall, amongst others.</li> <li>• Creation of incentives to help preserve buildings and facilities with significant architectural and local historic merit.</li> </ul>	Yes		A historic survey that updated the 1989 Historic Survey for the Downtown area and identified additional sites to the Downtown area was completed in 2017. The City Council has approved three Mills Act Applications to support historic preservation since the inception of the Mills Act Program in 2015. The City also plans and puts on the annual Founders Day event with help and coordination from others.
Policy RET 1.2 – Undertake an aggressive marketing program to change the misperception and false image of Salinas as being an unsafe place to visit, live and work.	Yes		PD has placed itself in open view to the local community and even the nation by participating in LIVE PD as 1 of 8 police agencies across the county. Through this high level of transparency, viewers can witness from their own television, that our city has very similar human issues and police problems as other mainstream American cities, but not to a greater extent. In fact, at times the activity demonstrated on LIVE PD, comparatively, is inconsequential. PD is marketing its receipt of the J.Q. Wilson Award for Excellence in Community Policing - a positive image for the community.
Action RET 1.2.1 – Hire a public information officer to promote positive images of the City and work with the media. Use social media, positive press releases, etc. to get positive images and messages out to the public on a regular basis.	Yes		See Action RET 1.1.3 above. Boots Road Group, LLC is under a fixed retainer with the City to provide advertising, public relations, web development, and social media content support.
Action RET 1.2.2 – Hire a public relations firm with demonstrated expertise and experience in developing and executing a positive image campaign.	Yes		See Action RET 1.1.3 above.
Action RET 1.2.3 – Work with the Monterey Peninsula and Monterey County area jurisdictions, representatives, organizations and agencies to promote the City as a great place to visit and shop.	Yes		City staff worked to coordinate and leverage Monterey County Convention and Visitors Bureau, Destination 411, and the California Welcome Center marketing efforts to ensure shared branding and messaging, and expanded outreach. Staff has reached an agreement with the California Welcome Center to relocate their operation to the Freight Building at the Salinas Train Station. The Lease is executed and the improvements have been completed. The anticipated move-in date is July 1, 2019. This will provide a state-recognized visitor's center near the Downtown area, improving the synergies between the two. The City also continues to work with the Monterey County Convention and Visitor's Bureau for national and international marketing exposure. Also see Action RET 1.1.3 above.
<b>Existing Business Growth</b>			
Policy ED-EBG-1.1 – Partner with the County and communities of Monterey County to facilitate growth of the agricultural cluster supply chain in Salinas and the Salinas Valley.	Yes		
Action EBG-1.1.2 – Partner with AMBAG and TAMC to evaluate potential sites for a centralized freight facility for agricultural transportation, including loading facilities and coolers, to reduce current traffic between existing facilities and to encourage greater expansion of processing activity (e.g., review the Intelligent Transportation System (ITS). See Policy ED-C-2.10 for additional actions related to this policy.	Yes		The City is in discussions with a potential developer and operator.
Policy ED-EBG-1.2 – Invest in a coordinated program that attracts investment capital and research activity in agricultural technology to Salinas and the Salinas Valley.	Yes		The last Economic Development Initiatives Update was presented on March 6, 2018. See <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=3359925&amp;GUID=FDEDB7F6-144A-49A7-9AA4-19661037B848">https://salinas.legistar.com/LegislationDetail.aspx?ID=3359925&amp;GUID=FDEDB7F6-144A-49A7-9AA4-19661037B848</a> .
<b>Goal ED-EBG-2 – Ensure that existing businesses have access to the resources and services they need to prosper and expand in Salinas.</b>			
Policy ED-EBG-2.1 – Develop and maintain a business retention and expansion program.	Yes		

Action EGB-2.1.1 – Network regional business resources and provide referral services to new and expanding businesses needing assistance with access to capital, workforce training, marketing development, business management and other entrepreneurial skills.	Yes		In July 2018, the City entered into a 3 year Master Agreement with El Pajaro CDC to provide small business support services. From July 2018-January 2019, El Pajaro provided over 37 hours of support to nine clients with pre loan and loan applications. Three clients received funding \$350,000, \$10,000, \$10,000). The two \$10,000 loans were referrals to CalCoastal's JumpStart Loan Program. In April 2018, the City was a sponsor of El Pajaro's El Dia Del Empresario Latino, a one-day business education workshop that connected businesses and entrepreneurs with technical and capital resources. CalCoastal SBDC provided four classes attended by a total of 25 people at the John Steinbeck Library.
Policy ED-EBG-2.2 – Maintain a menu of incentives and City services available to existing businesses to help facilitate growth and expansion.	Yes		
<p>Action EGB-2.2.1 – City should provide or support incentive and services programs including, but not limited to the following:</p> <ul style="list-style-type: none"> <li>• Regularly meet with members of the agricultural business community to better understand their concerns about doing business in Salinas, and work together to create collaborative solutions.</li> <li>• Regularly meet with members of the largest private sector employers to better understand their plans, needs and concerns about doing business in Salinas, and work together to create collaborative solutions and opportunities.</li> <li>• Continue to provide liaison/support for two Business Improvement Districts (OSA and SUBA), including annual assessments and City funding.</li> <li>• Develop additional Business Improvement Districts in areas such as Valley Center (South Main Street), North Main Street, Abbott Street and West Market Street.</li> <li>• Liaison with the Chamber of Commerce, Hispanic Chamber of Commerce, Business Development Task Force, SPARC and other business organizations.</li> <li>• Tax Sharing or other incentives for new commercial or industrial development that provides jobs or tax revenue.</li> <li>• Section 108 Loan Program for CDBG-eligible special economic development activities.</li> <li>• Partnership with National Development Council programs.</li> <li>• Grow Salinas Fund for SBA-eligible small business expansion.</li> <li>• Opportunity Fund loan program that could oversee a revolving loan program.</li> <li>• Exploration of opportunities to leverage public and private resources with other federal programs such as New Markets Tax Credits for job creation and essential community goods and services.</li> <li>• CDBG grants for eligible economic development activities.</li> <li>• Microenterprise loan program.</li> <li>• Outreach to be conducted with business and residences in various commercial areas (with emphasis on bi-lingual) to educate the community on the permit process.</li> </ul>	Yes	Economic Diversity and Prosperity	<p>The City continues to provide a staff liaison to the Salinas Valley Chamber, SCCIA and SUBA Boards and Committees.</p> <p>NDC continues to provide economic and community development support services to staff and administers the Grow Salinas Fund. GSF requires recapitalization as initial funding has been lent.</p> <p>From July 2018- January 2019, El Pajaro provided over 37 hours of support to nine clients with pre loan and loan applications. Three clients received funding \$350,000, \$10,000, \$10,000). The two \$10,000 loans were referrals to CalCoastal's JumpStart Loan Program. Planning staff also provided a class on navigating city's permitting process at the John Steinbeck Library.</p>
<b>Goal ED-II-1 – Attract companies to Salinas that help diversify the local economy and provide jobs that reduce out-commuting and loss of young, highly educated workers from the City.</b>			
<b>New Industry and Investment</b>			
Policy ED-II-1.1 – Maintain an adequate inventory of sites for a variety of business types and sizes.	Yes		
Action II-1.1.3 – Utilize newly developing job centers to create attractive gateways at the north and south ends of the City. Establish development standards for new business parks that create an attractive business environment competitive with other top end locations in Monterey County.	Yes		With the EDE adoption the City identified Target Area K as a Future Growth Area for business park uses.
Policy ED-II-1.2 – Maintain a comprehensive marketing program for business attraction.	Yes		
Action II-1.2.1 – Maintain an economic development website with a URL, linked to the City's website, with site data, labor force information, community amenities and other site location data.	Yes		Completed. See Economic Development Initiatives update from March 6, 2018 at <a href="https://salinas.legistar.com/LegislationDetail.aspx?ID=3359925&amp;GUID=FDEDB7F6-144A-49A7-9AA4-19661037B848">https://salinas.legistar.com/LegislationDetail.aspx?ID=3359925&amp;GUID=FDEDB7F6-144A-49A7-9AA4-19661037B848</a>
Action II-1.2.2 – Collaborate with other jurisdictions in the County to develop a regional economic development website, with links to the City's website but offering a broader and more in-depth dataset of site location indicators. Coordinate with the "Brand Monterey Bay" efforts.	Yes		Completed as part of Monterey Bay Economic Partnership initiative.
<b>Innovation and Entrepreneurship</b>			
<b>Goal ED-IE-1 – Promote entrepreneurship and business innovation in Salinas to support new business development.</b>			
Policy ED-IE-1.1 – Promote new business opportunities centered on sustainable agricultural practices, applications of new technologies to agricultural productivity and other technologically-based business opportunities.	Yes		

Action IE-1.1.1 – Continue the partnership with the Steinbeck Innovation Cluster to ensure that entrepreneurship training opportunities are available and equitably distributed to local business start-ups across Salinas.	Yes		53 companies registered at the Western Growers Center have created 140 positions, many of which are in Salinas. Although the City does not contribute directly to businesses, SVG Partners has created a venture capital fund for THRIVE businesses.
Action IE-1.1.3 – Establish locations for small business incubation and acceleration that feature low cost, flexible space, with the availability of business support services on-site or through referral. Examples include the Salinas Hot Break Kitchen, which focuses on business development for foreign born and low-income women and men, the Watsonville El Pájaro Community Development Corporation Plaza Vigil Incubator and Commercial Kitchen Incubator programs, and the Marina Technology Incubator.	Yes	Economic Diversity and Prosperity	Under a three year master agreement with the City El Pajaro CDC is to identify locations for a small business incubator that will establish a low cost, flexible space that will focus on business support services for a commercial kitchen.
Action IE-1.1.5 – Implement business permitting and approval assistance programs to facilitate timely and expedient processing of business licenses and other approvals needed for business opening and expansion. Consider following each new business/project with one assigned planner and utilizing software such as “open counter” to streamline the tracking process for new business.	Yes	Economic Diversity and Prosperity	The Finance Department moved its business license services from City Hall to the Permit Center in order to have a one stop shop that is convenient for opening a new business. Also see Action LU 1.1.5 regarding efforts to streamline building and permitting processes.
Policy ED-IE-1.2 – Increase opportunities for small business development, technical assistance, and access to capital.	Yes		
Action IE-1.2.1 – Collaborate with local and regional community development financial institutions to promote business development in Salinas. Examples include California FarmLink (Santa Cruz) and Cal Coastal.	Yes		The City is supporting CalCoastal as the new SBDC operator by providing below market lease terms for office space at 106 Lincoln Street.
Action IE-1.2.2 – Support the development of a Salinas-based small business incubator and co-working hub.	Yes		See Actions IE-1.1.1 and 1.1.3 above.
Action IE-1.2.8 – Ensure that business support and development services are available to microenterprises as well as larger business start-ups. Explore ways to create a micro-enterprise lending fund.	Yes		See Action EGB-2.2.1 above.

## Workforce Development

### Goal ED-WF-1 – Promote the creation of a local economy responsive to the future, featuring jobs that promote environmental sustainability, healthy lifestyle choices and economic equity.

Policy ED-WF-1.1 – Partner with educational and workforce training agencies to facilitate investment in new educational programs to teach 21st century skills.	Yes		Continued to collaborate with providers of Workforce Development Services, such as Hartnell College, California State University Monterey Bay (CSUMB) and the Workforce Development Board, and others, to ensure education and training programs exist and are available to Salinas residents so that our local workforce is prepared for jobs in the AgTech, health care and technology industries. See also Action WF-2.2.1 below.
Action WF-1.1.4 – Continue support of non-profit organizations working with youth programs, particularly focused on career exploration and job readiness (e.g., Girls Inc., Girl and Boy Scouts, Rancho Cielo). Consider the benefits of using I-Result LLC, a software community/education performance monitoring and measuring tool, currently in use in other communities in Monterey County.	Yes		The Library supports the Digital NEST (a nonprofit and partner to the Library) by providing Library program space and collaborative programming opportunities. The Digital NEST’s mission is to bring “prosperity to underserved communities by teaching technological and entrepreneurial skills to youth and young adults.” Digital Nest is celebrating its two year anniversary in Salinas in April 2019. The Community Safety Division hosts an annual Youth Leadership Academy for high school/ working age youth in Salinas. The program is supported by the Community Alliance for Safety and Peace agency partners. The goal of the program is to prepare youth to enter the job market successfully and gain important “soft skills” like conflict resolution taught by CASP partners the, Alternatives to Violence Project, and the Stephen Covey’s Seven Habits of a Highly Successful Teen. Interview skills and cover letter and resume writing are taught by CSUMB’s Career Readiness Center.

### Goal ED-WF-2 – Promote community safety and economic security by providing access to economic opportunities for all workers and households in the community.

Policy ED-WF-2.1 – Prioritize employment opportunities for Salinas’ residents.	Yes		
Policy ED-WF-2.2 – Identify and promote the development of job skills that meet the needs of unemployed workers in Salinas.	Yes		
Action WF-2.2.1 – Coordinate with workforce training agencies, including the WIB, local colleges and private post-secondary schools to ensure that unemployed workers gain the skills needed to access available jobs, particularly middle skill jobs in the economy.	Yes		Hartnell College has continued to expand its ability to assist by hiring a Director of Workforce Development, who is collaborating with the City on several issues, including the Employment Training Partnership with the five cities of the Salinas Valley. The Salinas Valley Workforce Development Intermediary Advisory Board’s goals are to assess workforce demand in agriculture and healthcare industries, determine gaps between workforce demand and training and implement plans to fill the gaps based on best practices in the region.
Action WF-2.2.3 – Encourage and support social service agencies to continue developing rehabilitation and preventive/intervention work programs for at-risk segments of the workforce, including newly released inmates, the homeless and troubled youth.	Yes		North County Industrial Machine Shop, which received a GSF loan funding through CDBG, hires released inmates and local high school students to provide work experience and training for youth. Community Human Services uses its \$55,000 in CDBG funding for street outreach to get homeless youth off of the streets and to provide them with job readiness skills.
Policy ED-WF-2.4 – Partner with educational and nonprofit organizations to increase vocational and educational opportunities for Salinas’ youth.	Yes		



Action WF-2.4.1 – Continue to seek funding partners to expand after school programs for youth. Explore potential opportunities for youth to learn and gain school credit and stipends for working in the agricultural industry (e.g., fields, labs, processing, etc.).	Yes		The Library runs four homework centers throughout the City where it provides regular programming for literacy, High School Readiness and computer literacy. Staff also oversee workforce development programs in partnership with the Digital NEST at the Cesar Chavez Library and in the John Steinbeck Learning Lab that provide support for customers from teens through adulthood. To support these efforts, the Library offers online learning courses that are available to Salinas residents for free in the Library and at home through their library card. They include Lynda.com (the City pays \$15,750 annually) and Learning Express (\$7,075 the City pays annually) and Rosetta Stone (the City pays \$14,000 annually).
Action WF-2.4.6 - Partner with local industry leaders, businesses and Hartnell College, Salinas Union High School District, and trade schools to develop a robust regional Technical Training Center. Provide broad curricula of offerings for both new and experienced students to prepare them to meet today's and future demands for technical good paying jobs to serve agriculture, construction, medical and other industries. Make goal to attract not only local students but both new and established technicians and regulators statewide and from throughout the western states. Offerings may include technical training and certifications in: <ul style="list-style-type: none"> <li>• Industrial refrigeration including ammonia-based systems for technicians, fire fighters and emergency response personnel;</li> <li>• Mechanics: auto, truck, diesel, aviation, drones and motorcycle;</li> <li>• Ag services and food safety;</li> <li>• Healthcare technicians and medical assistants;</li> <li>• Integrated electronics;</li> <li>• Construction trades and technology;</li> <li>• HVAC;</li> <li>• Inspection services;</li> <li>• IT, computer support and database administration;</li> <li>• Graphic arts, computer-aided drafting, rapid-prototyping(3D)and web design;</li> <li>• Regulatory compliance; and</li> <li>• Week-end courses, one week courses and longer term programs.</li> </ul>	Yes		This Action item is being considered by the Salinas Valley Workforce Intermediary Advisory Board.
<b>Goal ED-N-3 – Empower citizens to take an active role in neighborhood revitalization.</b>			
Policy ED-N-3.1 – Promote the establishment of a system of neighborhood-level resident representation to empower/engage local neighborhoods in their own revitalization process.		Safe, Livable Community	PD's role: We have encouraged neighborhoods to form or restart Neighborhood Watch as a localized program to address crime prevention needs specific to respective neighborhoods. Representatives from the Volunteers in Police Service (VIPS) and/or Community Service Officers (CSOs) meet with the respective groups in their neighborhood to engage them in their concerns.  PD has created a Social Media team of officers representing vertically (all ranks) and horizontally (operations, investigations, task force) throughout the department. Officers have received professional training with an emphasis to engage the community in dialogue. Actionable items gleaned from social media are addressed and communicated to the posters.
Action N-3.1.2 – Explore the possibility of re-creating and funding a City Neighborhood Coordinator position, the responsibility of which is to help identify natural neighborhoods, identify leaders, establish governance and organizations, and act as a liaison between neighborhoods and the City to promote revitalization efforts and provide assistance in prioritizing and implementing the objectives for neighborhood. The Coordinator would also: <ul style="list-style-type: none"> <li>• Facilitate a City-wide public participation process to define the locations of individual neighborhoods throughout the City.</li> <li>• Work with and be responsible for encouraging neighborhood organizations to be established in each neighborhood, developing an organizational structure and providing assistance within prioritizing and implementing the neighborhood identified objectives (including, but not limited to, markers and monuments to identify individual neighborhoods, sidewalk repair, graffiti abatement, and other special neighborhood improvement projects).</li> </ul>	Yes		In 2016 the City created and filled the Neighborhood Coordinator position. Neighborhood Services in collaboration with the Police Department provides trainings for neighborhoods interested in forming Neighborhood Watch Groups and coordinates presentations on how to improve the quality of life in their neighborhoods. See attached map of Neighborhood Watch groups NS is monitoring.
Action N-3.1.5 – In collaboration with neighborhood representatives, and other applicable City staff establish/expand Neighborhood Watch, neighborhood walking clubs, or other mechanisms to identify safety and other needs of individual neighborhoods.	Yes		The City of Salinas Community Safety Division hosts Community Leadership Academies. The mission is to increase our community's leadership capacity by providing concerned citizens with the tools to enact positive social change in their neighborhoods and entire community. The academy provides residents with 24 hours of training and support in completing a community impact project.

Action N-3.1.8 – Collaborate with neighborhood-level representatives to engage and inform neighborhood residents through an educational program about City services and programs, and for programs and initiatives that influence neighborhood revitalization			The Neighborhood Beatification Initiative is designed to help build and foster strong neighborhoods by connecting residents to services and resources that help improve the quality of life in the Salinas Community. The goals of the Neighborhood Beautification Grants are to engage residents in a neighborhood service project. These projects must promote healthier, safer and cleaner neighborhoods as well as improve neighborhood appearance and connectedness. Total annual grant amount is \$14,000. Funded projects include neighborhood block parties, improved signage, and neighborhood and park clean up and beautification. Nine Building Strong Neighborhood community education workshops were held from October 2018 to April 2019. Topics included One Neighborhood at Time, From Blight to Bright, and Constructing a Better Salinas.
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## Commercial Areas

### Goal ED-CA-1 – Coordinate public and private investment along disinvested commercial corridors.

Policy ED-CA-1.2 – Reposition East Alisal Street, East and West Market Street, Abbott Street, West Sanborn Road and Williams Road, as appropriate and feasible, as mixed-use neighborhood boulevards (see policies ED-LU-1.2 and ED-LU-1.3). In their current state, these streets contain a significant number of underutilized parcels whose revitalization would improve the appeal and safety of the street for residents of nearby neighborhoods.	Yes		
Action CA-1.2.1 – Prepare market-based feasibility studies to identify feasible investment types for tenants and uses for these corridors in the East Alisal area of Salinas.	Yes		Alisal Vibrancy Plan Economic Development Working Group considered the 2017 Alisal Retail Market Analysis as it developed plan content covered the topic of district identity, corridor appearance and ways to incentivize business and property owners to invest in their properties. A recommendation is to work with commercial brokers to track vacancies and to be proactive in attracting new local business types that address identified retail leakage.
Action CA-1.2.2 – Leverage proximity to historic and culturally significant neighborhoods to "reposition" East Alisal Street, East and West Market Street, Abbott Street, West Sanborn and Williams Road, as appropriate and feasible, as mixed-use boulevards where residents, workers, and visitors have proximity to a wide range of commercial and workplace land uses in support of pedestrian friendly and vibrant neighborhood corridors. Establish land use policies to incentivize property owners to redevelop properties in accordance with market based realities that raise land productivity. Permit new commercial, live-work, lodging and compatible residential development types.	Yes		This EDE Action is being reviewed and considered by the Alisal Vibrancy Plan Steering Committee and Economic Development Working Group for refinement and incorporation into the Alisal Vibrancy Plan. Over 80 community stakeholders participated in a Community Workshop on Land Use in May 2018. Participants engaged in small group discussion and using stickers, identified where they would like to see different types of development.
Action CA-1.2.3 – Prepare a long-term vision for each of these corridors, consistent with the themed districts policy (ED-LU-1.14), that investors can rely upon and contribute to over time. Designs for commercial corridors should be in accordance with "complete streets" methodology to create safe, attractive, and transit supportive environments that support existing and desired development. Draft corridor plans in coordination with anticipated long-term development visions and transportation improvements for these commercial corridors and evaluate the use of form-based development codes for these underutilized commercial corridors. Communicate long-term values to land owners, tenants, and prospective investors. Target retail and job generating uses that gain value by virtue of the proximity of corridors to the local workforce and consumers.	Yes		2018-2019: The East Alisal Corridor Plan was approved by the City Council in January 2019 that envisions, complete streets improvements that improve safety and encourage active living along the corridor from Front Street to Bardin Road. A State grant funded project is also in design to provide Safe Routes to School along Bardin Road that includes roundabouts, buffered bike lanes, pedestrian enhancements. New traffic signals are proposed at Williams Road/Garner intersection, Las Casitas/Constitution Blvd. A new mini-roundabout with all safety features associated is also being designed at the intersection of Sanborn Road and East Boronda Road. Also completed was the North Sanborn corridor signal enhancements which introduces smart signal technology at 10 signalized locations. Operational efficiencies are improved as well as features that support safe pedestrian travel: countdowns and leading pedestrian phases were installed. This Action has also been reviewed and considered by the Alisal Vibrancy Plan Transportation and Infrastructure and Economic Development Working Groups for refinement and incorporation into the Alisal Vibrancy Plan. Visit <a href="http://www.alisalvibrancyplan.org">www.alisalvibrancyplan.org</a> for more information.
Action CA-1.2.5 – Beautify the pedestrian experience and increase safety by enhancing physical separation between pedestrian and automobile traffic. Significantly enhance street tree plantings along primary corridors. Add pedestrian-scaled street lights along corridor segments where enhanced pedestrian activity is desired.	Yes		This EDE Action is being reviewed and considered by the Alisal Vibrancy Plan Transportation and Infrastructure Working Group for refinement and incorporation into the Alisal Vibrancy Plan. See <a href="http://www.alisalvibrancyplan.org">www.alisalvibrancyplan.org</a> for more information.

## Quality of Life

### Goal ED-QL-1 – Improve community safety to prevent injury and death and to protect families and neighbors from the negative emotional and financial stress of community violence and to ensure that residents feel safe walking, shopping, bicycling, taking transit, allowing their children to participate in after-school and week-end activities or playing at a park.

Policy ED-QL-1.1 – The City must lead the conversation in the region and take action to improve perceived and actual safety in Salinas, by addressing the root causes of crime and violence in tandem with traditional public safety measures. Root causes of crime include social and economic disadvantage (e.g., poverty and poor educational and employment opportunities), unsupportive social environments (e.g., inequality and discrimination, lack of leaders and mentors, under-resourced neighborhoods, and overlooked mental health issues), and unstable family or support networks (e.g., high-conflict, low communication, low trust, and low responsibility and expectations).	Yes	Safe, Livable Community	The tenets of Community Policing is to address the heart of a problem. PD introduces the Community Policing philosophy from the start of a police officers welcome to the department. Community Policing has been infused into the police field training program and during Advance Officer Training.  PD has committed two full time police officers who spend 80 hours per week mentoring, guiding, protecting, and educating children in the Santa Rita School District. SPD officers teach parenting classes to help change generational behaviors that cause harm. The officers have been successful in diverting students from the juvenile justice system by collaborating with parents, teachers, administrators, counselors, and social services.
Action QL-1.1.1 – Implement and sustain a comprehensive Group Violence Reduction Strategy. As a part of this strategy, develop creative and innovative partnerships to meet the needs of schools, law enforcement, and other community members. Provide leadership, funding and support for the ongoing implementation of the Salinas Comprehensive Strategy for Community Wide Violence Reduction (2013-2018) and other gang reduction programs throughout the City and expand their capacity to offer safe passage programs and educational and economic training.	Yes		Community Safety continues to work with other departments, CASP and the community to implement the Group Violence Reduction Strategy. Community Safety continues an ongoing data collection of key indicators. There have been increases around the city in preventative services, including Street Outreach services through the department and CASP to gang impacted youth and the provision of more mental health services in school. Community Safety, CASP and PD are working towards reinstituting a Crisis Response Team to provide mental health and other services at the scenes of violent crimes.
Action QL-1.1.2 – Ensure appropriate police staffing ratios based on best practices and workload to ensure sufficient amount of non directed and proactive enforcement.	Yes	Safe, Livable Community	The Police Department is actively hiring and is dedicating an officer to full-time recruitment activities. PD is also looking for volunteers and other ways to augment its strengths.
Action QL-1.1.5 – Develop a new state of the art public safety building.	Yes	Well Planned City and Excellent Infrastructure	Project broke ground September 10, 2019, is 25% completed, with no delays or change orders. Anticipated Move-in date is March 1, 2020.
2	Yes	Safe, Livable Community	As the Salinas Police Department continues it hiring efforts, the department is simultaneously implementing innovative policing programs such as community policing, bike and pedestrian policing, and cultural humility trainings.
Policy QL-1.2 – Increase safety and reduce crime by regulating the design of the residentially built environment and implementing recommendations put forth in the CASP strategy.	Yes		
Action QL-1.2.3 – Continue to require Crime Prevention through Environmental Design review in City design review process.	Yes		The Specific Plans of the Future Growth Area developments are required to include CPTED elements, including locating buildings closer to the street, commercial façade transparency requirements, and landscaping with clear sightlines.
Action QL-1.2.4 – Reinvest in the CASP strategy and provide long-term resources to continue to implement this program.	Yes	Safe, Livable Community	The City continues to invest in CASP and implementation efforts through its approximately \$500,000 commitment to the Community Safety Department. This includes staffing for the Street Outreach services, participation in multiple collaborations, and the Community Leadership Academy, which trains residents to make a difference in their neighborhoods. Community Safety also provides grant writing and management, bringing in \$3.5-4 million annually in funds for other departments and CASP partner agencies.
<b>Goal ED-QL-4 – Improve the health of all Salinas residents and reduce health inequities to ensure people can make productive contributions to the economy, their family, and their community.</b>			
Policy ED-QL-4.2 – Collaborate with other public agencies and major institutions to create programs that elevate and support the health and wellness of employees.	Yes		
Action QL-4.2.1 – Enhance the health and well-being of city employees through expanding workplace wellness programs and other similar policies to increase employee productivity, improve morale, promote fitness and healthy food vending, decrease incidence of accidents and injuries, and decrease medical costs.	Yes		The City of Salinas Human Resources Department continues to partner with Community Hospital of Monterey Peninsula to offer wellness challenges promoting employee wellness and health such as Step it Up and Maintain, Don't Gain, and a Health and Wellness Fair.
<b>Goal ED-QL-5 – Ensure Salinas' residents have accessible and convenient opportunities to purchase and grow healthy, affordable, and culturally diverse foods with low concentrations of unhealthy food providers.</b>			
Policy ED-QL-5.1 – Encourage healthy and culturally appropriate food retail establishments (including full-service grocery stores, farmers' markets, fruit and vegetable markets and small markets where a majority of food is healthy) to locate in underserved areas of Salinas. Recognize food retailers and outlets in setting goals for local procurement.	Yes		Monterey County Health Department provides information about medical coverage to Salinas residents through its Nutrition Education Obesity Prevention (NEOP) program and conducts Train the Trainor workshops for participants to learn and provide nutrition and physical activity education to community residents.

# El Gabilan Library Project Update



Kristan Lundquist, Interim Library & Community Services Director

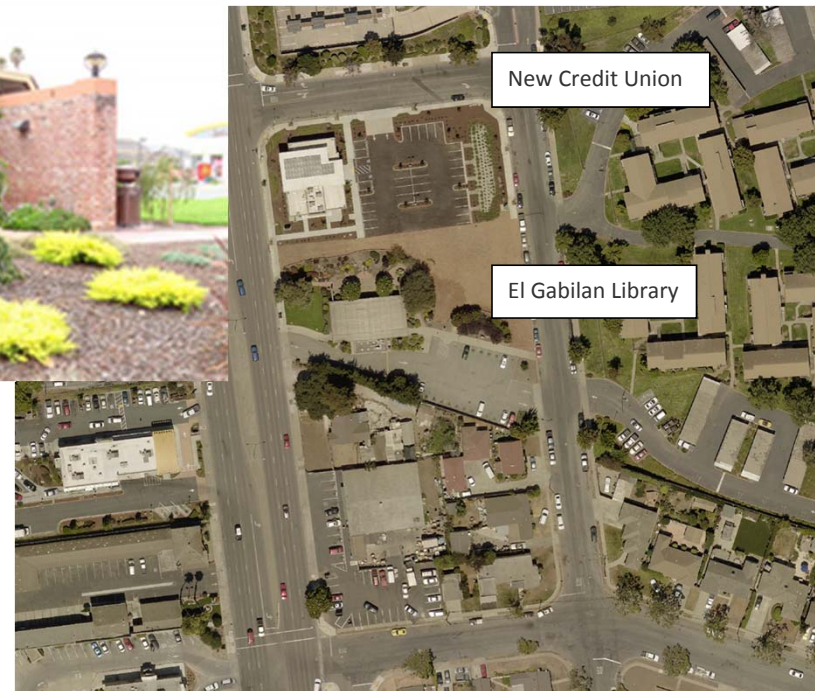
Don Reynolds, Assistant Public Works Director

April 2, 2019

# Background- New El Gabilan Library

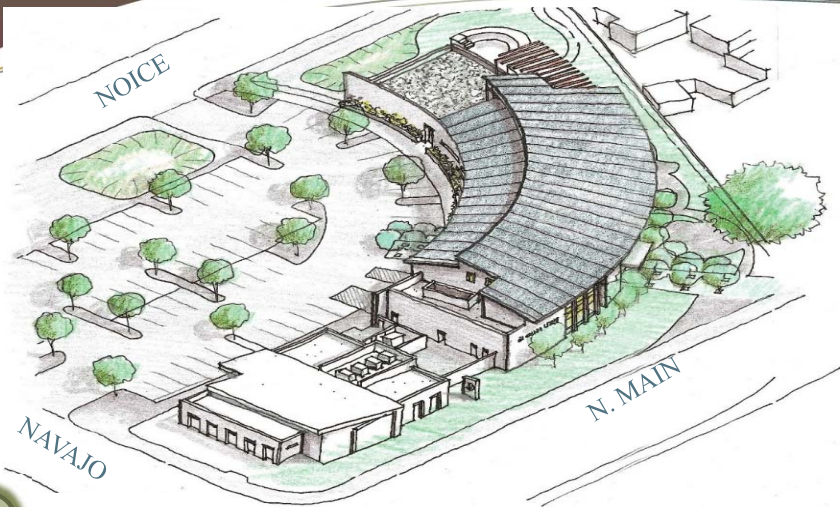


1400 and 1410 N. Main Street

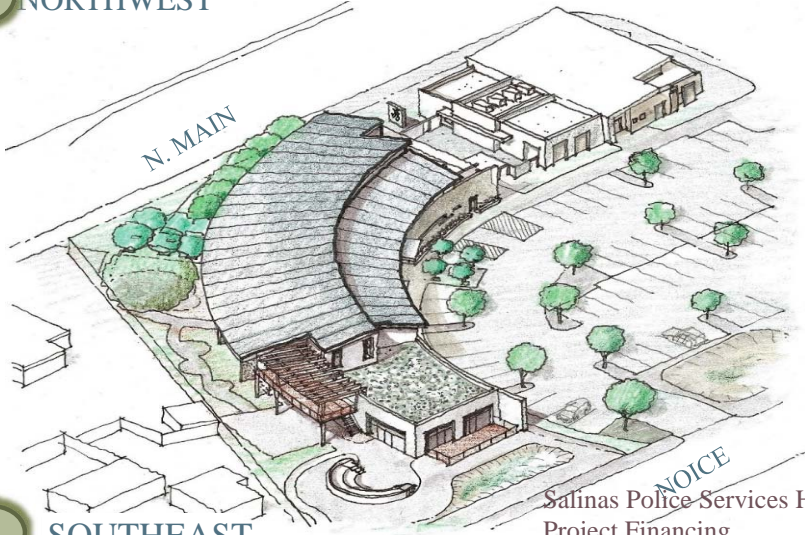




# Site Plan & 3D Views

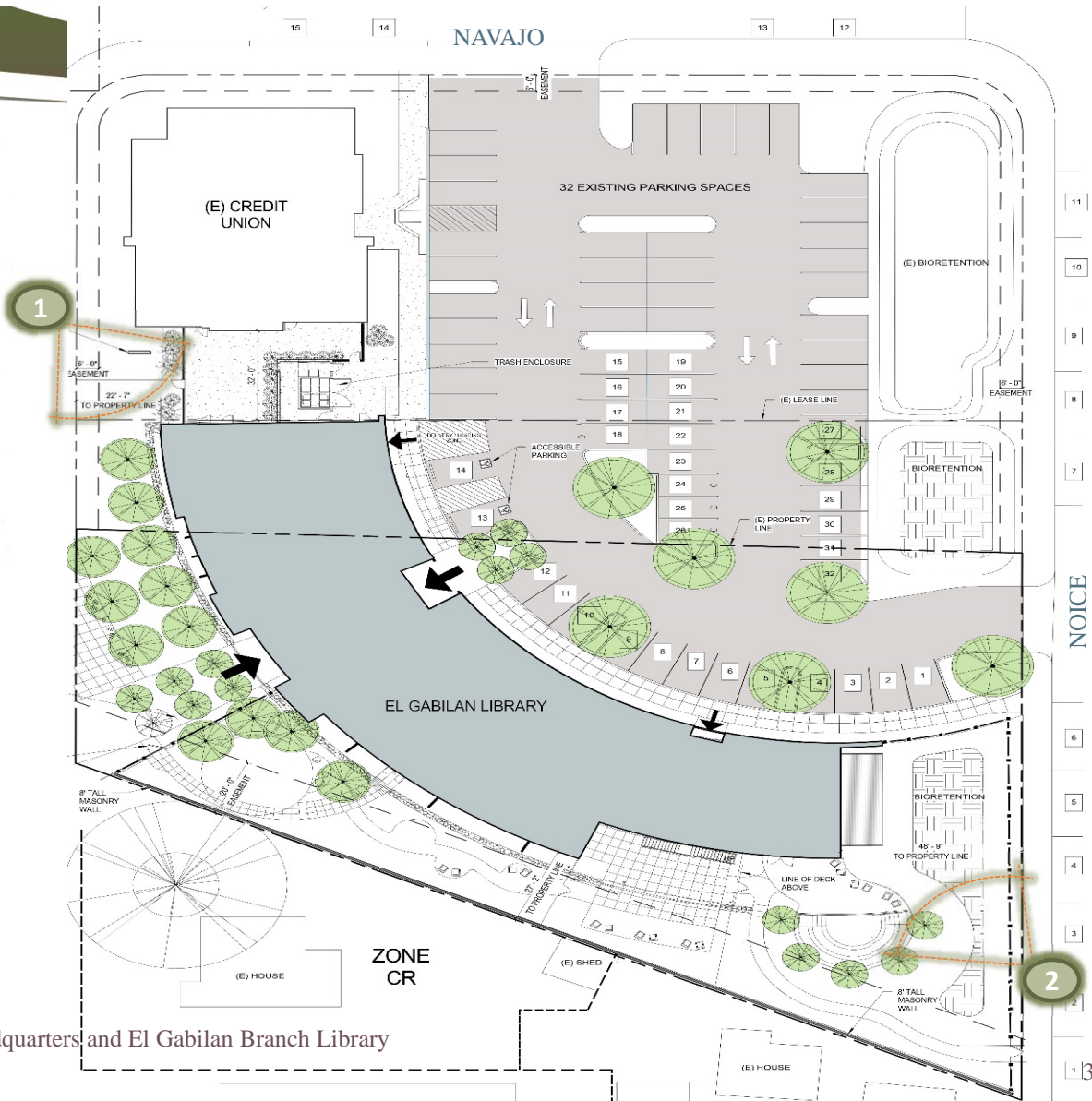


1 NORTHWEST



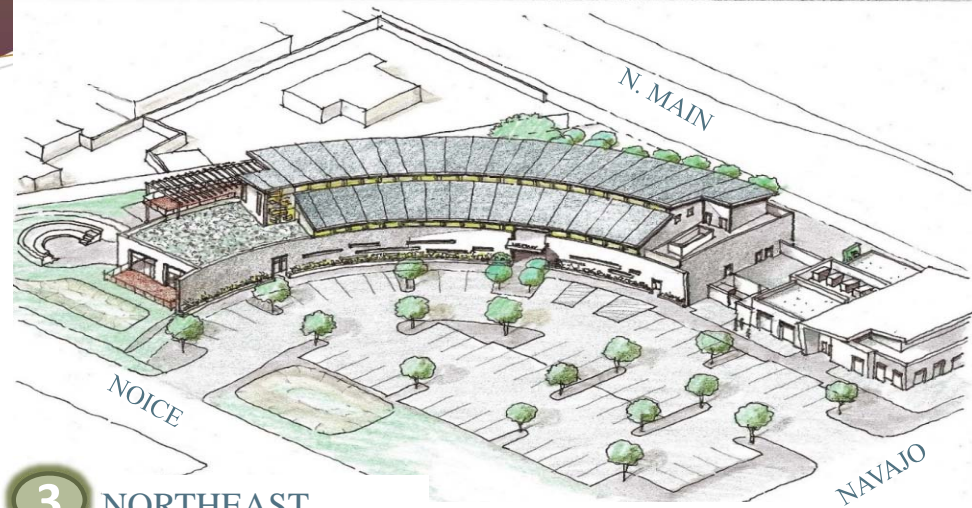
2 SOUTHEAST

Salinas Police Services Headquarters and El Gabilan Branch Library  
Project Financing

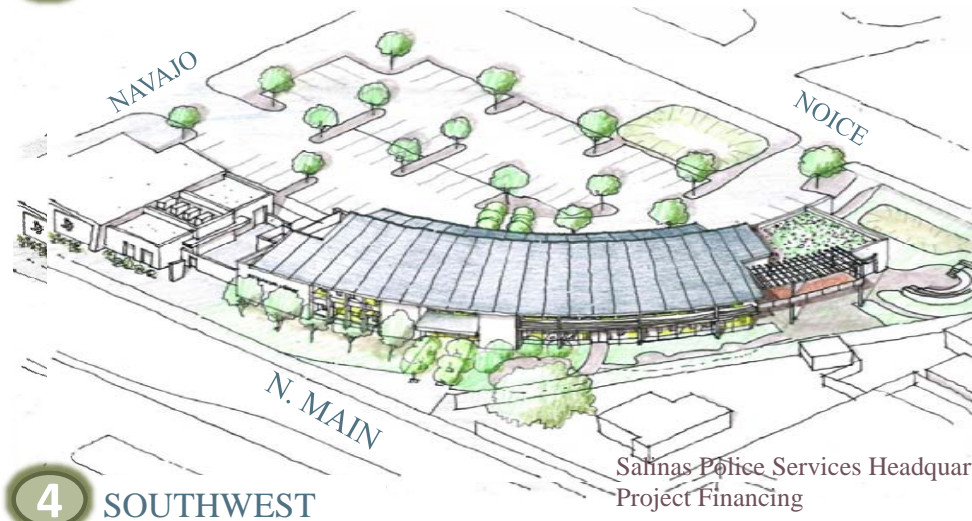




# Site Plan & 3D Views



### 3 NORTHEAST

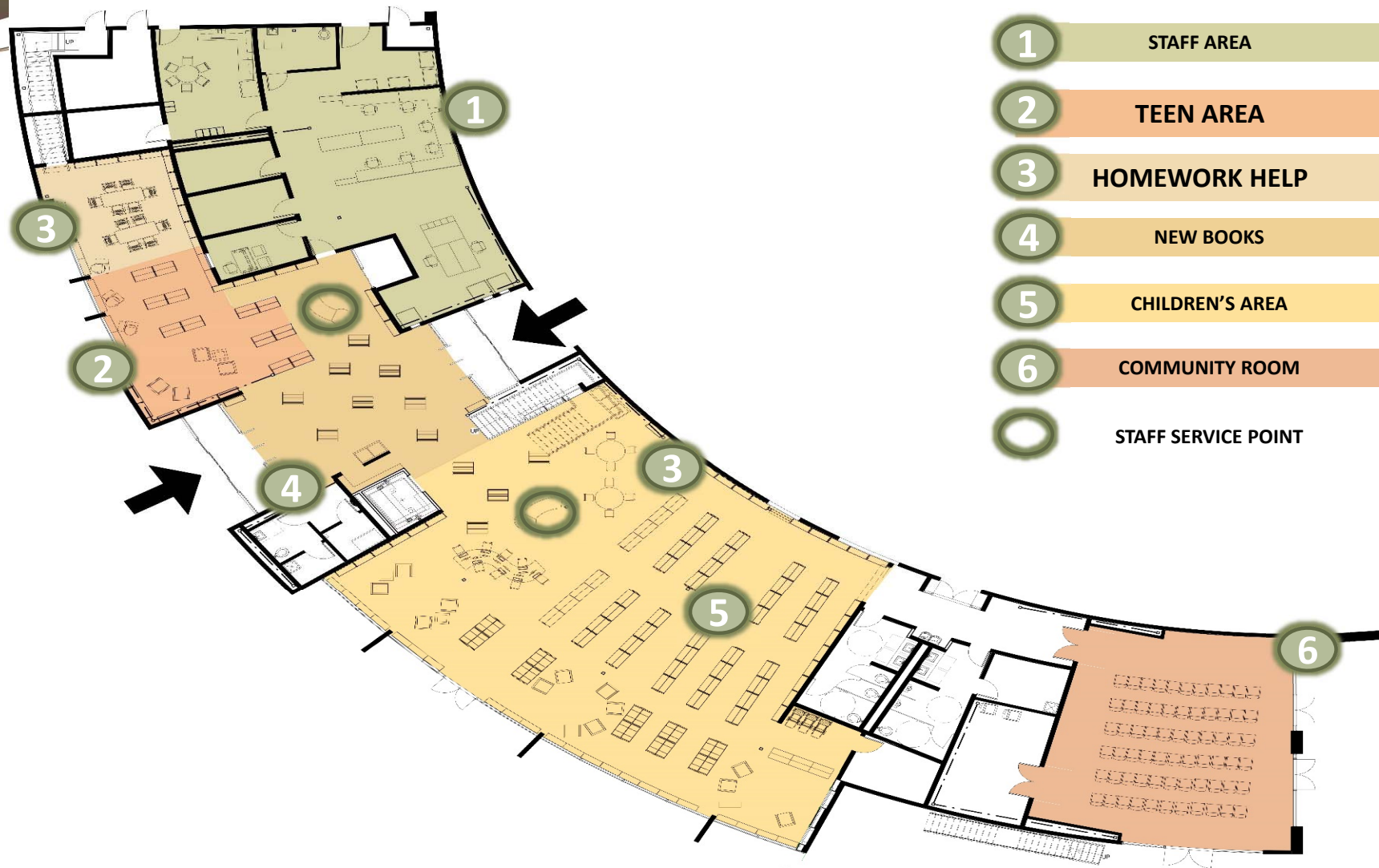


## 4 SOUTHWEST

Salinas Police Services Headquarters and El Gabilan Branch Library  
Project Financing

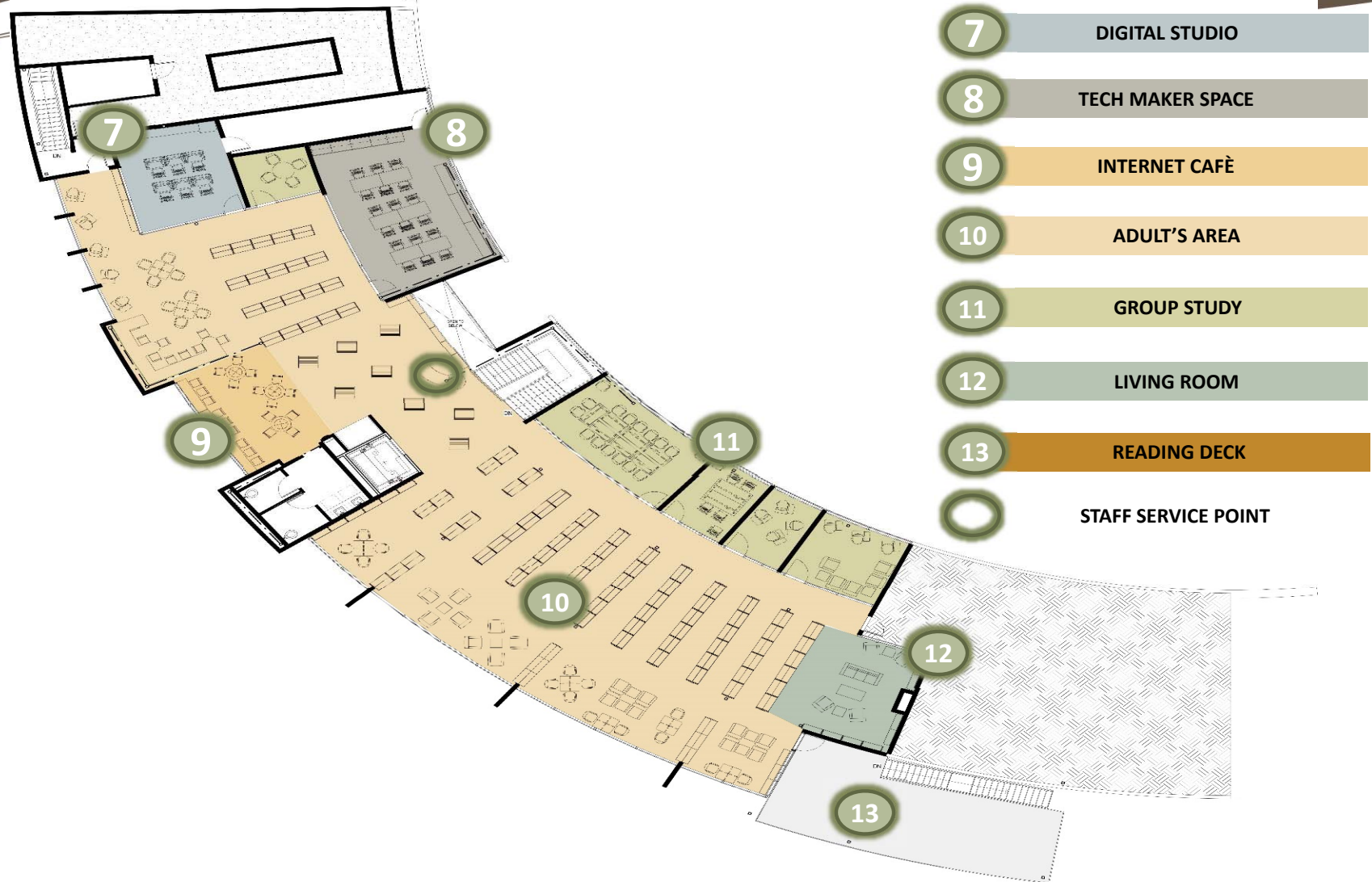


# First Floor Plan





# Second Floor Plan



# Ground Breaking Ceremony- September



- 
- Time lapse video



# Managed Options- \$400,000

## Landscape & Exterior Space Plan





# Capitol Campaign

- Managed Options
- Books and Materials
- Technology



# Capitol Campaign Support

- Sunlight Giving Foundation
- Monterey Peninsula Foundation
- Community Foundation
- Harden Foundation
- Private Donations
- Friends of Salinas Public Library



# Virtual Tour

# Project snapshot



March 7, 2019

On-Time, used 6 of 14 rain days  
On-Budget  
No Change Orders

PROJECT SNAPSHOT™	
Payment Request Number	8
Draw Period	February 28, 2019
Approved as Submitted	YES
Construction Scheduled Completion Date	JANUARY 2020
Falkin Estimated Completion Date	JANUARY 2020
Total Draw Amount Requested	\$504,735.61
Total Observable Hard Costs Requested	<b>\$504,735.61</b>
Total Observable Hard Costs Recommended	<b>\$504,735.61</b>
Percent Complete	22%



# Project Completion- December 2019





**Memorandum**

**To: Lisa Brinton, Community Development, City of Salinas**

**From: Rachel Saunders, Director of Conservation, Big Sur Land Trust**

**Date: April 4, 2019**

**Re: Requested status report on Carr Lake related to EDE Policy (ED-LU-1.4)**

Highlighted below are key accomplishments over the past year related to Big Sur Land Trust's (BSLT) work at Carr Lake:

- BSLT continues to develop and coordinate activities with the Carr Lake Partners Group, which includes City staff as well as more than a dozen Salinas-based organizations. Over the past year the Carr Lake Partners Group has met twice to help design and evaluate the community meetings held in summer and fall 2018 regarding designing a new park on BSLT property (see below).
- BSLT has also continued its partnership with the Center for Community Advocacy (CCA) to directly engage residents through door-to-door campaigns, educating families and gathering their ideas for the BSLT Carr Lake property. A focus of community organizing efforts was inspiring resident participation in the 2018 community meetings (see below).
- BSLT hired a consultant team, BFS Landscape Architects and Balance Hydrologics, Inc. to identify specific green infrastructure options and landscape design alternatives that may integrate ecosystem functions (improved flood management and water quality improvements) into open space/parks planning for the BSLT Carr Lake property. Balance Hydrologics completed a "white paper" on water quality issues at Carr Lake, identifying green infrastructure restoration options that could improve the quality of storm-water runoff passing through the site. This work will be used to help further define restoration design. BSLT also completed a project with a CSUMB graduate level class where they prepared a research report that begins to document a water quality baseline and proposes a potential water quality monitoring protocol.
- The consultant team and Carr Lake Partner Group members conducted four community meetings at Sherwood Hall between August and November 2018 to gather resident ideas on alternative conceptual designs for the property. The City supported those meetings by providing child care, translation equipment and staff participation. Over 80 people attended the first meeting, while 35-40 people attended each of the remaining

meetings. Two high level vision concepts – one for the more traditional park element on the property (the upland area) and one for a restored natural area (lowlands) were developed through the process.

- BSLT secured a \$488,760 grant from the State Coastal Conservancy in support of the next phase of Carr Lake planning work from 2019-2021 – namely, additional studies, preparation of 30-50% site design, CEQA review and permitting. The City submitted a letter in support of BSLT's application and project goals to the Coastal Conservancy.
- BSLT partnered with the Salinas Valley Chamber of Commerce to host a Community Open House and tree planting event this past year that was attended by Mayor Gunter and Salinas City Council members, business community members and funders.
- The quarter-acre "native plant garden" developed by CSUMB's Return of the Natives (RON) program in partnership with BSLT as a restoration demonstration site on the property continues to flourish. Over the last year RON has continued their engagement with Alisal High, North Salinas High, Sherwood Elementary and Las Padres Elementary in classroom visits and through planting days on site. Over the last year BSLT, RON and CCA also held two Community Planting Days at the native plant garden on the property - one in November 2018 attended by over 100 people and one in March 2019 with over 50 people attending. In all, over the past year and a half, close to 4,000 plants were planted out on the site, with 355 elementary school children from 13 classes and 139 high school students from 7 classes participating in on-site plantings along with close to 250 volunteers during the Community Day plantings.
- BSLT has also continued to conduct outreach on Carr Lake at the Take It Outside event at Natividad Creek Park, which is designed to highlight the value of parks and open space. BSLT is a founder and co-sponsor of the event, now heading into its 4<sup>th</sup> year.
- BSLT has begun preliminary discussions with the City of Salinas Design Review Committee (DRC) about the planning framework for BSLT's Carr Lake project and the project approval process moving forward.
- In anticipation of new requirements of some state agency funders that grantees develop plans to address gentrification related to new park development, BSLT has hired a consultant to begin to research models for addressing this issue.
- BSLT, along with the Salinas Regional Sports Authority and the Building Healthy Communities Collaborative, as well as the City of Salinas, CCA, Tatum's Garden, The First Tee, the California Rodeo Association and Boys and Girls Club have launched an effort to envision what a parks and recreation district in the center of Salinas around Carr Lake might look like. A wider community summit was conducted in March 2019 to develop a shared vision, values and strategy moving forward.