



## Salinas Police Service Headquarters Community Outreach Summary

Merchant Meeting #1, October 4, 2017

Merchant Meeting #2, October 4, 2017

Townhall Meeting, October 11, 2017

Ciclovía Booth, October 15, 2017

Social Media Comments

Online and Paper Survey October 1-30, 2017

Alisal Vibrancy Plan Workshop, October 26, 2017



# Merchant Meetings Summary

- Date: October 4, 2017
- Event: Two Merchant Meetings
- Location: Los Dos Potrillos Restaurant, 301 E. Alisal Street (directly in front of site)

Business owners near and around the new Police Service Headquarters site were invited to share their general thoughts about the new headquarters and provide feedback about the three design concepts.

## ¡Venga a Aprender sobre la Nueva Estación Principal de la Policía de Salinas!

Únase con otros miembros de la comunidad para compartir sus opiniones en una reunión de negocios sobre la nueva Estación Principal de la Policía.

La Ciudad de Salinas está comiendo un café para probarlo y tener una representación en el edificio de la ciudad para discutir y determinar si la nueva Estación Principal de la Policía de Salinas planeada para 312 East Alisal Street. Como punto de partida, el Ayuntamiento y la comunidad se reunirán para discutir las ideas, recibir comentarios y tener una conversación con los interesados. Es la oportunidad perfecta para compartir sus ideas y preocupaciones con los funcionarios y personal de la ciudad. La reunión se llevará a cabo el miércoles 4 de octubre, 2017, en el Los Dos Potrillos Restaurant, 301 E. Alisal Street. El evento es gratuito y no requiere reserva. Por favor, llegue temprano para asegurar su espacio.

### Reuniones de Negocios

Oportunidad para ofrecer sus comentarios sobre la Estación Principal

**miércoles, 4 de octubre, 2017**  
 Reunión 1 - 12:00 pm  
 Reunión 2 - 5:30 pm

**UBICACIÓN DE REUNIÓN:**  
 Los Dos Potrillos Restaurant  
 301 E. Alisal Street

**Nota:** Evento sin costo. Por favor llegue temprano para asegurar su espacio.



VISIÓN SALINAS

## Come Learn about New Salinas Police Services Head

Please join us at one of the merchant meetings on the new Police Service

The City of Salinas is leading an effort to engage a third party to design the new Salinas Police Service Headquarters. As a community member, you have the opportunity to share your thoughts and provide feedback on the design concepts. This is a great opportunity to share your ideas and concerns with the city and the design team. The meetings will be held on Wednesday, October 4, 2017, at the Los Dos Potrillos Restaurant, 301 E. Alisal Street. The event is free and no reservation is required. Please arrive early to secure your spot.

### Merchant Meetings

Opportunity to offer your comments on the Police Service Headquarters

**Wednesday, October 4, 2017**  
 Meeting 1 - 12:00 pm  
 Meeting 2 - 5:30 pm

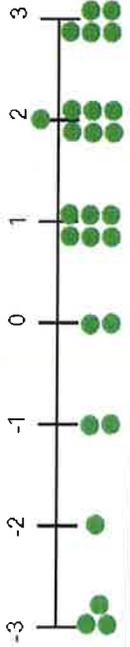
**MEETING LOCATION:**  
 Los Dos Potrillos Restaurant  
 301 E. Alisal Street

**Note:** No cost event. Please arrive early to secure your spot.



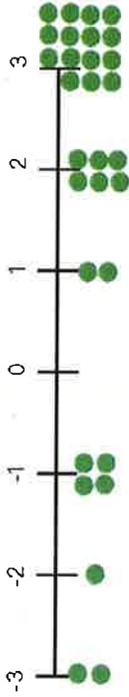
VISIÓN SALINAS

Salinas Police Service Headquarters



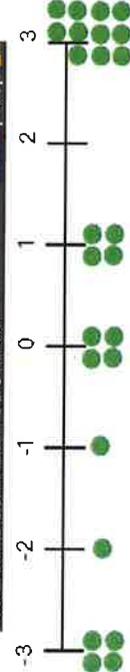
**+22**

Salinas Police Service Headquarters



**+47**

Salinas Police Service Headquarters



**+22**

# Merchant Meetings Polling Results

Participants were asked to vote for each design concept on a weighted scale indicating how much they liked (positive numbers) or disliked (negative numbers) each concept. For each concept the votes were tallied to arrive a Net Total Score.

- Design Option #1 Net Total +22
- Design Option #2 Net Total +47
- Design Option #3 Net Total +22
- Although design option #2 and #3 had a similar number of positive votes, Design Option #3 had a greater amount of strongly dislike vote, thus lowering its total votes.

# Merchant Meetings Comments

Additional Participants comments include:

- Parking is good
- Plaza will provide a place for the community
- Make sure to make it welcoming to the community
- Invite the youth
- Police should be role models
- Will there be street changes?
- Explain effects on current business



# Townhall Meeting Event Outreach

Prior to the Townhall meeting, the City handed out flyers and announced the meeting at the Merchant Meetings. Additional outreach included extensive social media outreach through news articles, City and Department website posts and news blasts.

**¡Proximamente!  
La nueva Estación Principal  
de la Policía de Salinas!**

El Comité de Salinas, el Ayuntamiento y la Policía de Salinas están trabajando juntos para construir una nueva estación principal de policía. La nueva estación principal de la Policía de Salinas será un edificio de tres pisos que ocupará un terreno de 1.2 hectáreas. El nuevo edificio principal de la Policía de Salinas será un edificio de tres pisos que ocupará un terreno de 1.2 hectáreas. El nuevo edificio principal de la Policía de Salinas será un edificio de tres pisos que ocupará un terreno de 1.2 hectáreas.

**Reunión Comunitaria**  
Aproximadamente el 11 de octubre de 2017  
Miércoles, 11 de octubre, 2017  
6:00 pm  
UBICACIÓN:  
MERCADERES  
Salinas Police Hall  
100 N. Main Street  
Salinas, CA 92077

¡Visión Salinas

**KION 5/46 NEWS CHANNEL**

**Designs for new Salinas Police Department to be shown at town hall Wednesday**

By Staff Writers  
Posted: Oct 11, 2017 2:32 PM PST  
Updated: Oct 11, 2017 10:17 AM PST

**Salinas, Calif.** - The City of Salinas wants to hear from you as they enter the final design phase of a new \$36 million station for the Salinas Police Department. The new headquarters is planned for 112 East Main Street. The new headquarters will be a three-story building with a modern design.

¡Visión Salinas

**Coming Soon!  
The new Salinas Police  
Services Headquarters!**

The City of Salinas is looking for a design for a new police services headquarters. The new headquarters will be a three-story building that will house the Salinas Police Department's administrative offices. The new headquarters will be a three-story building that will house the Salinas Police Department's administrative offices.

**Town Hall Meeting**  
Open family to learn about the plan and answer questions about the new Salinas Police Services Headquarters  
Wednesday, October 11, 2017  
6:00 pm  
UBICACIÓN:  
MERCADERES  
Salinas Police Hall  
100 N. Main Street  
Salinas, CA 92077

¡Visión Salinas

**LOCAL GOVERNMENTS**

**Plans for new Salinas police headquarters to be discussed in town hall event**

Plans for a new \$36 million police headquarters for the Salinas Police Department will be discussed at a town hall meeting on Wednesday, Oct. 11, at the Salinas Police Hall. The new headquarters will be a three-story building that will house the Salinas Police Department's administrative offices.

¡Visión Salinas

**In The News**

October 11th, join our Town Hall Meeting to discuss and hear about the new Salinas Police Service Headquarters.

¡Visión Salinas

# Townhall Meeting Agenda

- Project Overview  
(Scheduling, Funding, Context)
- Police Perspective Needs
- Site Layout and Architectural Concepts
- Multi-use Plaza and Opportunity Site
- Small Group Discussions
  - which concepts are most liked
  - what the community room and plaza should include
  - what ideas there are for the opportunity site
- Community Preference Polling

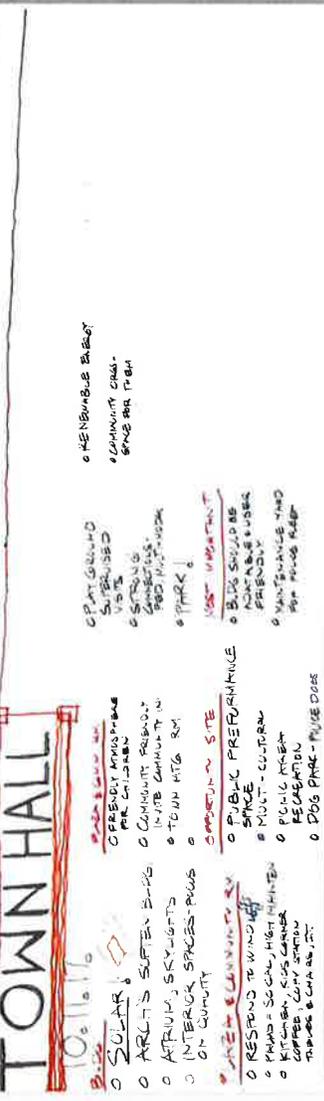


# Townhall Meeting

## Key Points from the Group Discussions

- ### Building
- Build with LEED certification
  - Include solar on the rooftop of buildings or in the parking lot areas
  - Arches make the building more welcoming
  - Include an atrium inside the entrance
  - Focus on quality interior design
- ### Plaza and Community Room
- Ensure design considers local climate
  - No palm trees, they are not representative of Salinas
  - 24 hour kitchen for staff
  - Kid friendly
  - Café
  - Community meeting room and seating

# SALINAS POLICE SERVICES HEADQUARTERS



### Opportunity Site

- Public performance space
- Multi-cultural center
- Picnic area and recreation
- Dog park
- Play ground for supervised visits
- Create a strong connection to street to welcome pedestrians and other modes of transit
- Community Park or green space

### Additional Comments

- Buildings should be adaptable and user friendly
- Provide a maintenance yard for police fleet
- Include renewable energy in the design of the building
- Provide a community organizing space for local non profits

# Group Discussions

Following the presentations, participants were asked to discuss their thoughts on the concepts and the public-facing spaces.

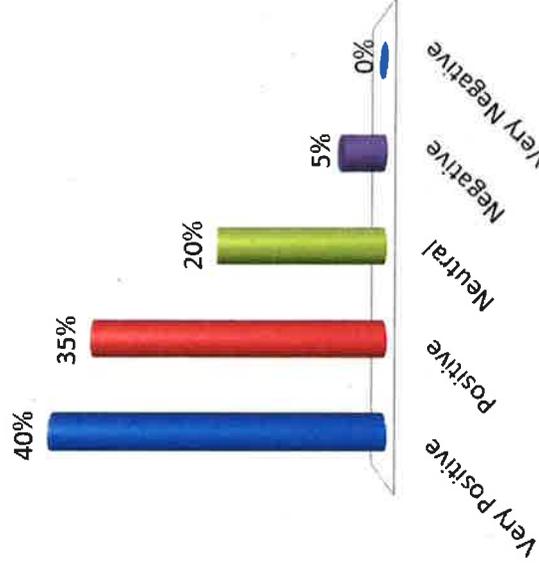


# Townhall Meeting Polling

- 40% Very Positive
- 35% Positive
- 20% Neutral
- 5% Negative

What are your general perceptions of the new Salinas Police Service Headquarters?

- A. Very Positive
- B. Positive
- C. Neutral
- D. Negative
- E. Very Negative

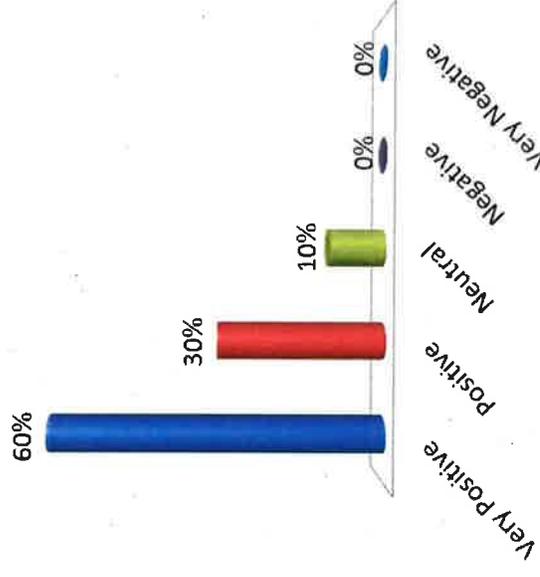


# Townhall Meeting Polling

- 60% Positive
- 30% Positive
- 10% Neutral

What type of impact do you expect the new Salinas Police Service Headquarters to have on this part of East Alisal Street, on this part of the city?

- A. Very Positive
- B. Positive
- C. Neutral
- D. Negative
- E. Very Negative



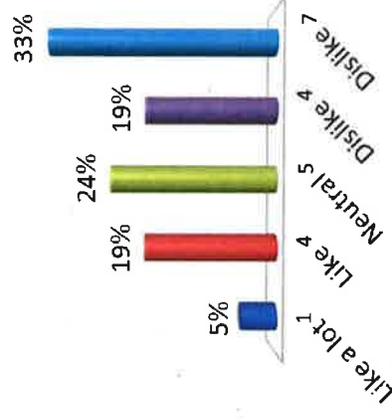
# Townhall Meeting Polling

- 33% Dislike a lot
- 24% Neutral
- 19% Dislike
- 19% Like
- 5% Like a lot

How do you feel about Design Concept 1?



- A. Like a lot (2)
- B. Like (1)
- C. Neutral (0)
- D. Dislike (-1)
- E. Dislike (-2)



**Net Total Score = -12**

# Townhall Meeting Polling

Participants were very polarized on Concept 2

43% Dislike

33% Like a lot

10% Dislike

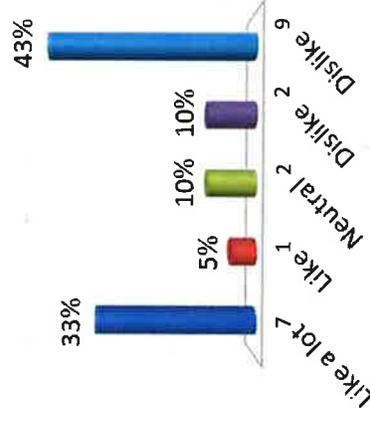
10% Neutral

5% Like

How do you feel about Design Concept 2?



- A. Like a lot (2)
- B. Like (1)
- C. Neutral (0)
- D. Dislike (-1)
- E. Dislike (-2)



**Net Total Score = -5**

# Townhall Meeting Polling

Participants were very polarized on Concept 2

76% Like a Lot

14% Dislike

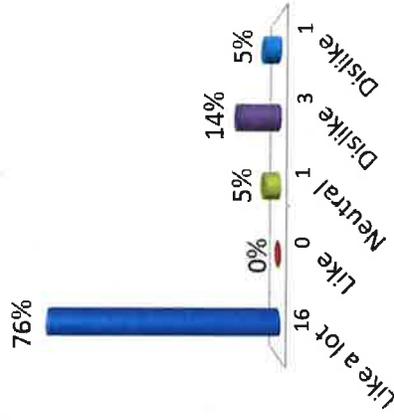
5% Dislike a Lot

5% Neutral

How do you feel about Design Concept 3?



- A. Like a lot (2)
- B. Like (1)
- C. Neutral (0)
- D. Dislike (-1)
- E. Dislike (-2)



**Net Total Score = 27**

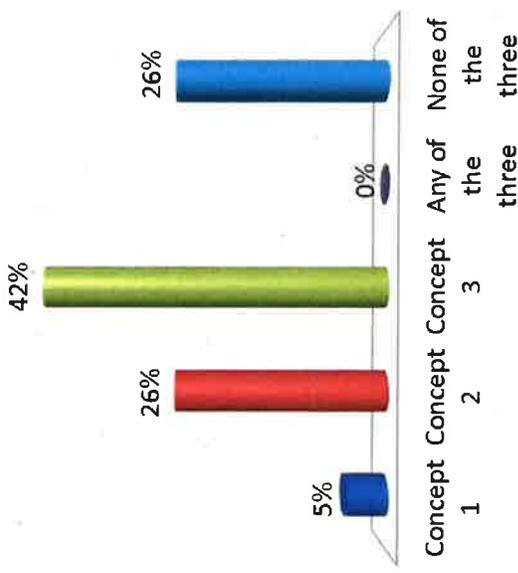
# Townhall Meeting Polling

While most participants liked Design Concept 3, they also voted for Design Concept 3 as their preferred alternative choice thus clarifying their strong preference for Concept 3

- 42% liked Concept 3
- 26% liked Concept 2
- 26% Like None of These
- 5% Like Concept 1

Of the three concepts, which is your preferred alternative?

- A. Concept 1
- B. Concept 2
- C. Concept 3
- D. Any of the three
- E. None of the three

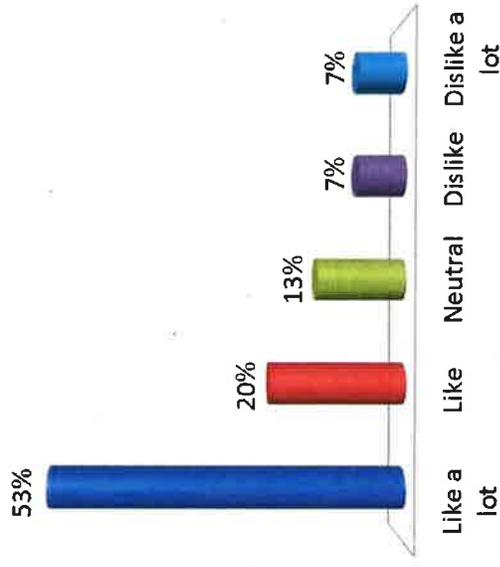


# Townhall Meeting Polling

- 53% Liked a lot
- 20% Liked
- 13% Neutral
- 7% Dislike
- 7% Dislike a lot

What are your perceptions of the proposed Plaza/Multi-use Space?

- A. Like a lot
- B. Like
- C. Neutral
- D. Dislike
- E. Dislike a lot



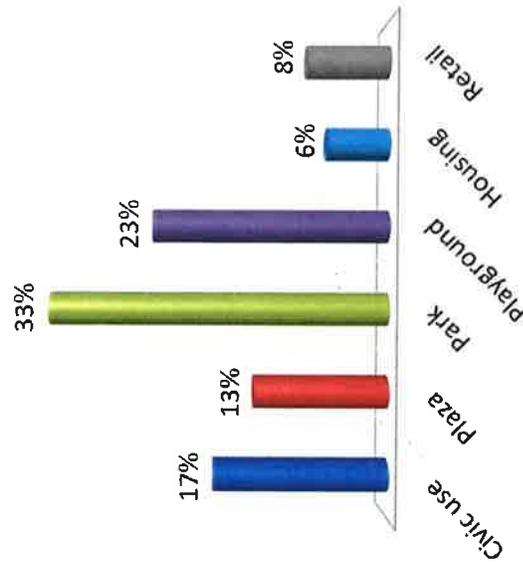
# Townhall Meeting Polling

Participants were allowed to select three of their favorite proposed uses for the Opportunity Site,

- 33% voted for Park
- 23% voted for Playground
- 17% voted for Civic use
- 13% voted for Plaza
- 8% voted for Retail
- 6% voted for Housing

What would you propose for the Opportunity Site? (select 3)

- A. Civic use
- B. Plaza
- C. Park
- D. Playground
- E. Housing
- F. Retail



# Social Media Outreach Summary

The Facebook poll voting demonstrates that most people support the new Police Service Headquarters, however there was an active oppositional/concerned voice in the comments.

- Comments included:**
- Concern about sufficient budget and transparency about funding
  - Assumptions about the city's bankruptcy
  - No palm trees, plant native plants
  - Focus on police training rather than a new building
  - Old police station is outdated but only needs updates
  - Create more schools and public amenities that reduce crime

## KSBW TV Action News 8 Facebook Poll

**1** Option 1 | Perspective from Murphy & Alisal

**2** Option 2 | Perspective from Murphy & Alisal

**3** Option 3 | Perspective from Murphy & Alisal

**NEW SALINAS POLICE STATION DESIGNS**

All 625 291 186 138 5 4 1



### SALINAS POLICE SERVICE HEADQUARTERS COMMUNITY SURVEY FALL 2017

**PART ONE: The Salinas Police Service Headquarters**  
1. How much do you know about Salinas' plan for a new Salinas Police Service Headquarters?  
No knowledge  Little knowledge  Somewhat knowledgeable  Very knowledgeable

Please explain: \_\_\_\_\_

2. To assist in sharing appropriate home communications, what are the key concerns you would like to know about the new Salinas Police Service Headquarters?  
 \_\_\_\_\_

3. What community goals can the new Salinas Police Service Headquarters help the city and surrounding neighborhood achieve? (Select all that apply)  
 Community Space  Improved Public Services  Community Activities  
 Youth Engagement  Other: \_\_\_\_\_

4. What are your general perceptions of the new Salinas Police Service Headquarters?  
Very Positive  Positive  Neutral  Negative  Very Negative

Please explain: \_\_\_\_\_

5. What type of input do you expect the new Salinas Police Service Headquarters to take on this part of East Alisal Street, as this part of the city?  
Very Positive  Positive  Neutral  Negative  Very Negative

Please explain: \_\_\_\_\_

6. What amenities would you like to see included in a community room that is available for public use?  
 \_\_\_\_\_

7. In general, what type of events do you have in mind to increase the experience of people visiting or conducting business at the new Salinas Police Service Headquarters?  
 \_\_\_\_\_

8. As a community asset, what community services should be considered for the opportunity site?  
 \_\_\_\_\_

9. In general, what type of events do you have in mind to increase the experience of people visiting or conducting business at the new Salinas Police Service Headquarters?  
 \_\_\_\_\_

Please explain: \_\_\_\_\_

10. What amenities would you like to see included in a community room that is available for public use?  
 \_\_\_\_\_

11. What events or uses can you envision taking place in the multi-use space? What amenities would you suggest it include to accommodate those events/uses?  
 \_\_\_\_\_

### PART TWO: Preliminary Design Concepts for Salinas Police Service Headquarters



Please explain your rating: \_\_\_\_\_

7. Any other ideas or thoughts? \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

8. Design Concept 2: \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

9. Any other ideas or thoughts? \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

10. Design Concept 3: \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

11. Any other ideas or thoughts? \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

12. Any other ideas or thoughts? \_\_\_\_\_

Please explain your rating: \_\_\_\_\_

13. Any other ideas or thoughts? \_\_\_\_\_

# Online/ Paper Survey Description

- State Date: October 4, 2017
- End Date: October 29, 2017
- Bilingual (English and Spanish Paper and Online Survey)

**Purpose:** The purpose of the survey was to gather feedback about the Salinas community's perceptions of the Police Headquarters design concepts and priorities for its future.

The survey consisted of four parts:

- Part 1: General questions about the Salinas Police Service Headquarters
- Part 2: Preliminary design concepts
- Part 3: Community amenities
- Part 4: Demographic of survey taker

### PART FOUR: About You

14. What is your age?  
 Under 18  18 to 24  25 to 34  35 to 44  45 and above  
 65 to 74  75 to 79  80 or older

15. What is your ethnicity? (Choose all that apply)  
 Asian  Hawaiian/Pacific Islander  Native American/Alaska Native  Other  
 Latin  Black/African American  White

16. What is your gender?  
 Woman  Man  Other gender identity

17. What is your ZIP Code?  
 95010  95005  95067  95015  Other: \_\_\_\_\_

18. Do you live, work, or own a business or property near the site? (Choose all that apply)  
 Live  Work  Own property  Own a business  None of these

Contact information (Optional)  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

Thank you for your participation in the Salinas Police Service Headquarters Community Survey for more information about the project, please contact the City of Salinas, Don Reynolds, don@salinasca.gov (831) 756-2348.

PLEASE RETURN COMPLETED PAPER SURVEY(S) TO ANY SALINAS PUBLIC LIBRARY

### PART THREE: Community Amenities

The following questions are related to the multi-use space located on the corner of the Police Headquarters. This includes a community room and also a multi-use space directly in front of the main building that will include public parking and can be used for community events. The City of Salinas is in the process of acquiring the site and is studying the relocation of existing businesses on the site area to the west of Murphy Street at 282 East Alisal Street. In the near future, the City is expected to own the site and to develop it as an open space for community assets.

10. What amenities would you like to see included in a community room that is available for public use?  
 \_\_\_\_\_

11. What events or uses can you envision taking place in the multi-use space? What amenities would you suggest it include to accommodate those events/uses?  
 \_\_\_\_\_

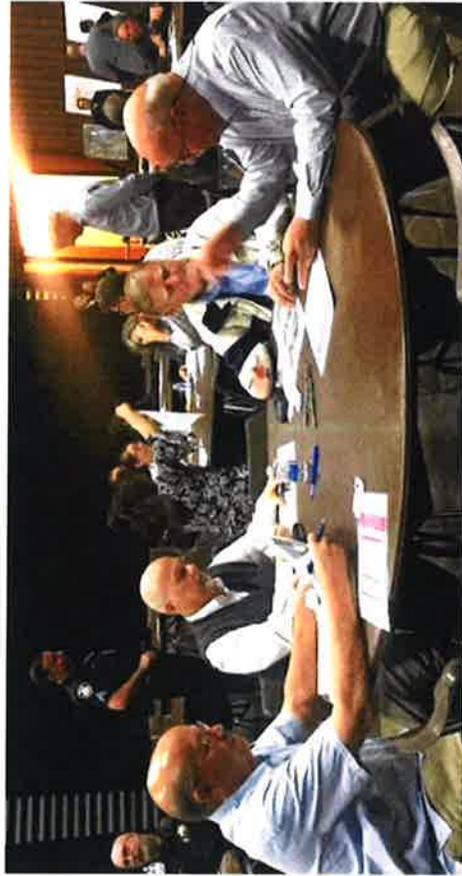
12. As a community asset, what community services should be considered for the opportunity site?  
 \_\_\_\_\_

13. In general, what type of events do you have in mind to increase the experience of people visiting or conducting business at the new Salinas Police Service Headquarters?  
 \_\_\_\_\_

Please explain: \_\_\_\_\_



Ciclovía Outreach



Townhall Meeting participants completing survey

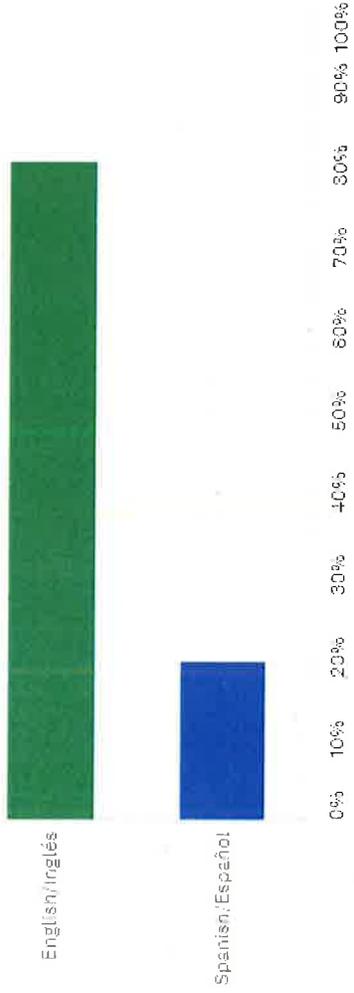
# Online/ Paper Survey Outreach

Both online and paper versions of the survey were shared with the Salinas community through multiple forms of media and a series of in person events.

- email blasts
- news reports
- Email
- Townhall Meeting
- Ciclovía
- Alisal Workshop
- Other additional meetings by City of Salinas staff

# Online/ Paper Survey

## Breakdown of English and Spanish Survey Participants



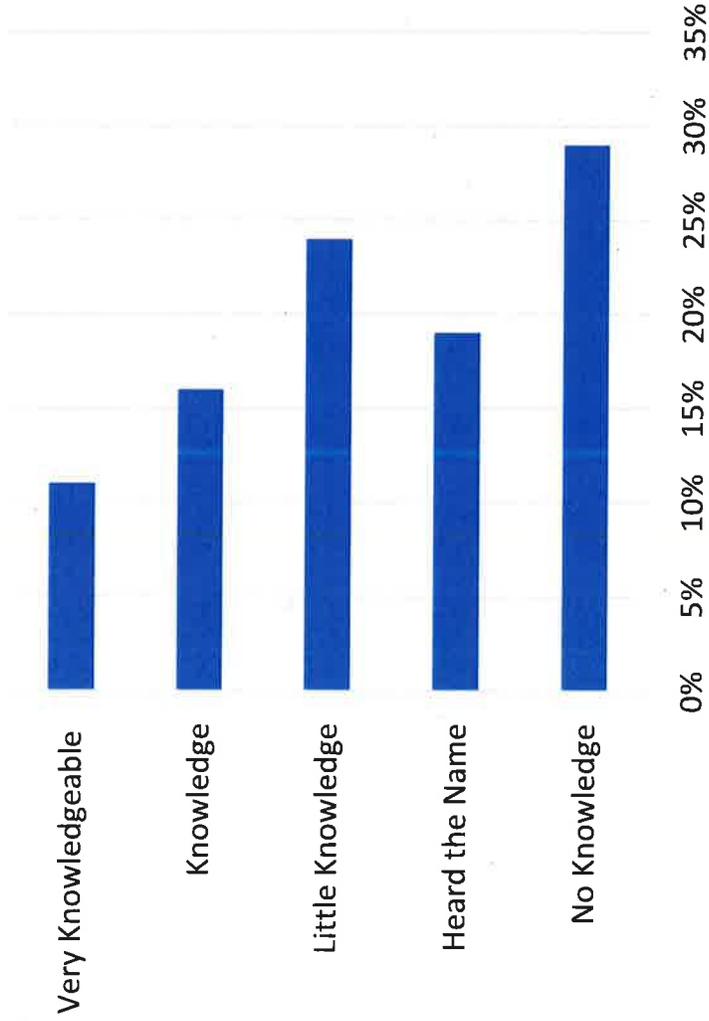
# Online/ Paper Survey Summary of Results

- 88% English
- 12% Spanish

# Online/ Paper Survey Summary of Results

- 29% Little Knowledge
- 19% No Knowledge
- 24% Heard the Name
- 16% Very Knowledgeable
- 11% Some Knowledge

1. How much do you know about Salinas' plan for a new Salinas Police Service Headquarters?



2. What are the three key elements you would like to know about the new Police Service Headquarters?

Purpose Needs Cost Progress Location Design  
Community Headquarters Public Police Services  
Amigable Staffing Gente Abierto  
Servicios Personal

# Online/ Paper Survey Summary of Results

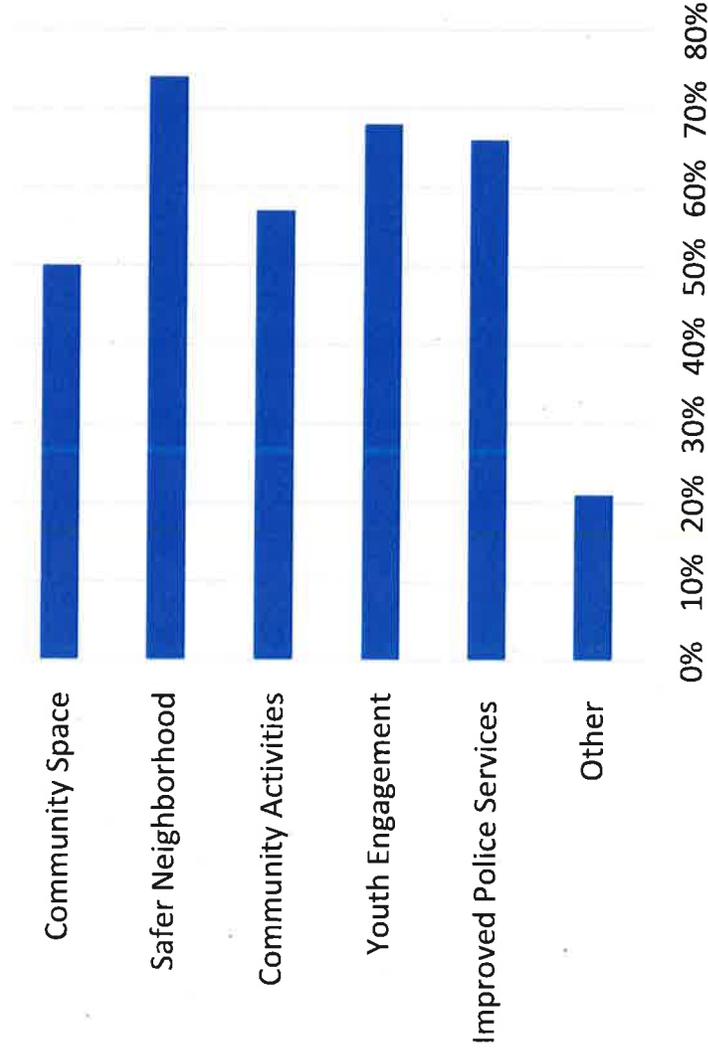
Participants were asked to list three key elements they would like to know about the Headquarters. The word clouds on the left display the most common elements.

# Online/ Paper Survey Summary of Results

Survey Participants were allowed to select as many community goals as they wished.

- **74%** Safer Neighborhood
- **68%** Youth Engagement
- **66%** Improved Police Services
- **57%** Community Activities
- **50%** Community Space
- **21%** Other
- Comments included adequate parking, aesthetically appealing, and a good work environment for staff.

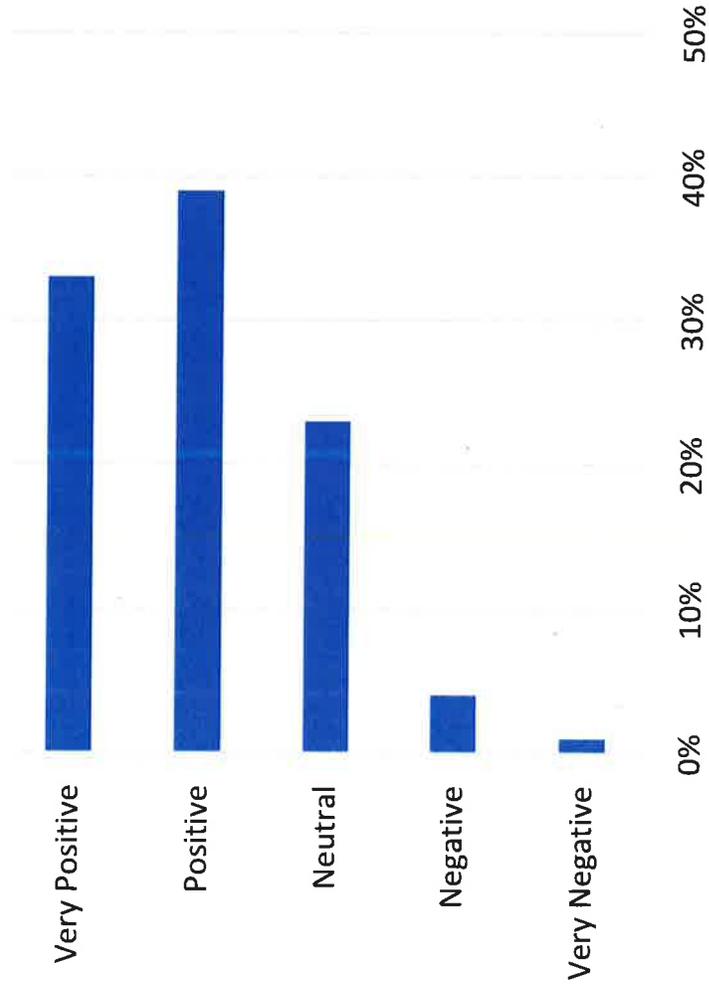
3. What community goals can the new Salinas Police Service Headquarters help the city and surrounding neighborhood achieve? (Select all that apply)



# Online/ Paper Survey Summary of Results

- 40% Positive
- 32% Very Positive
- 22% Neutral
- 4% Negative
- 1% Very Negative

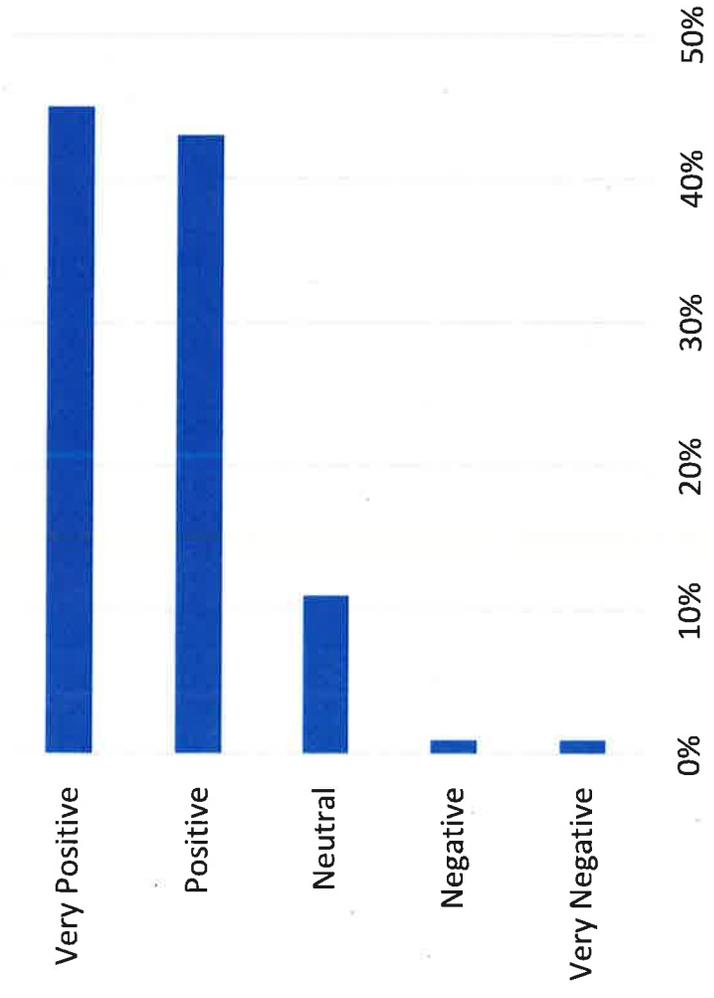
4. What are your general perceptions of the new Salinas Police Service Headquarters?



# Online/ Paper Survey Summary of Results

5. What type of impact do you expect the new Salinas Police Service Headquarters to have on this part of East Alisal Street, on this part of the city?

- 45% Positive
- 43% Very Positive
- 10% Neutral
- 1% Negative
- 1% Very Negative



# Online/ Paper Survey

## Description of Results

- Survey participants were asked to rate each design concept on a scale of how much they liked or disliked the design.
- The aggregate total was calculated by multiplying the number of votes by each assigned rating and then adding the total.

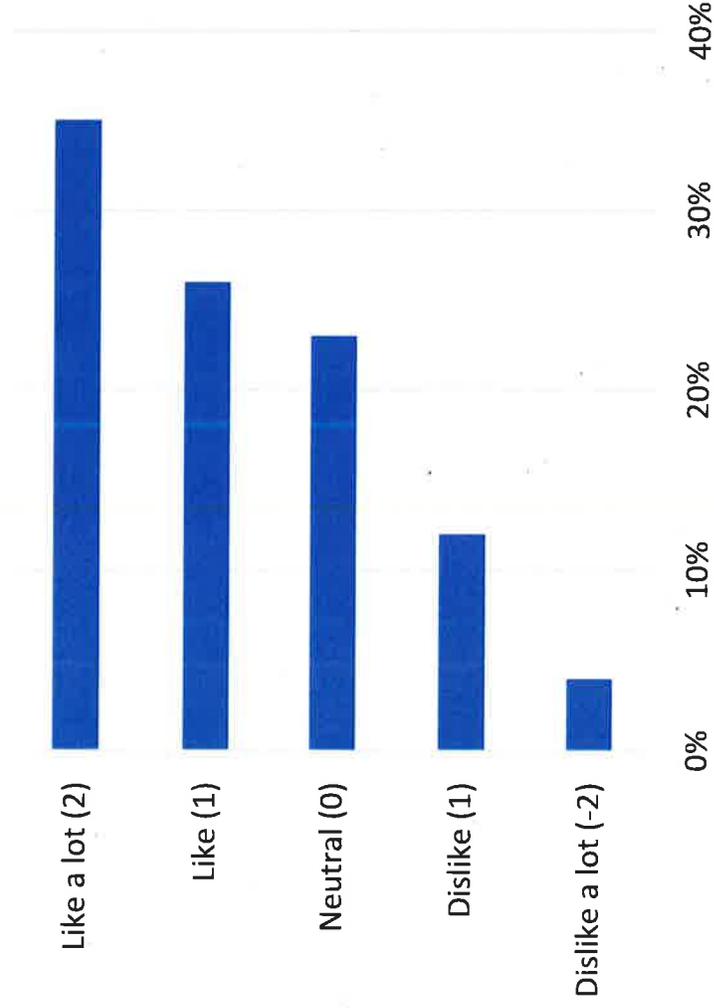
## 6. Concept 1



# Online/ Paper Survey Summary of Results

- 35% Like a lot
- 26% Neutral
- 23% Like
- 12% Dislike
- 4% Dislike a lot

**Net Total Score = 74**



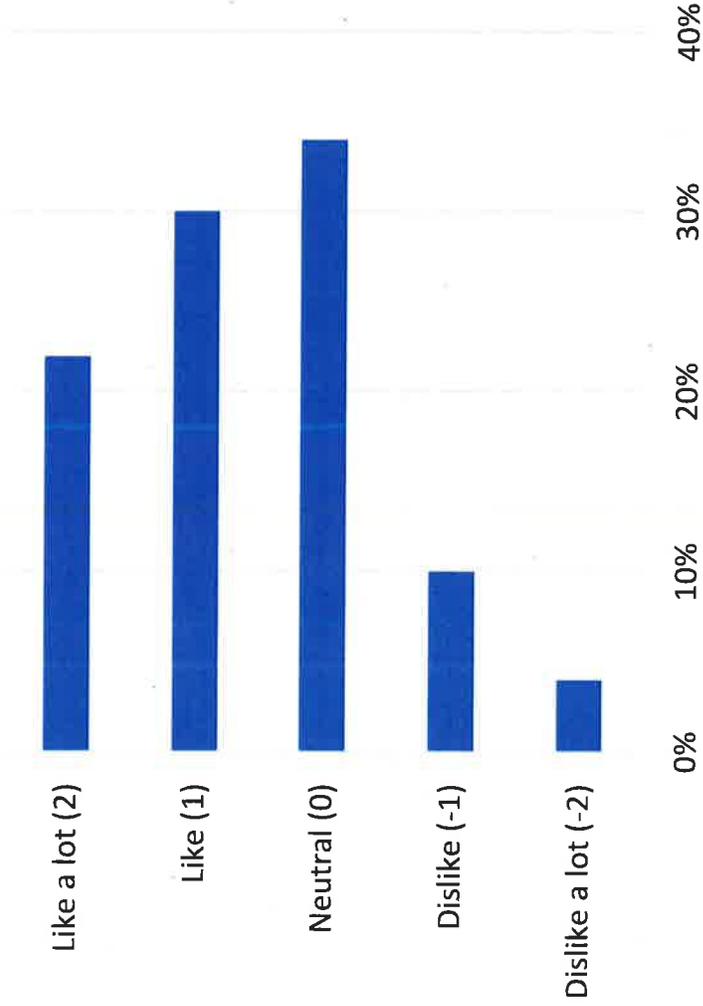
## 7. Concept 2



# Online/ Paper Survey Summary of Results

- 34% Neutral
- 30% Like
- 21% Like a lot
- 10% Dislike
- 4% Dislike a lot

**Net Total Score = 74**



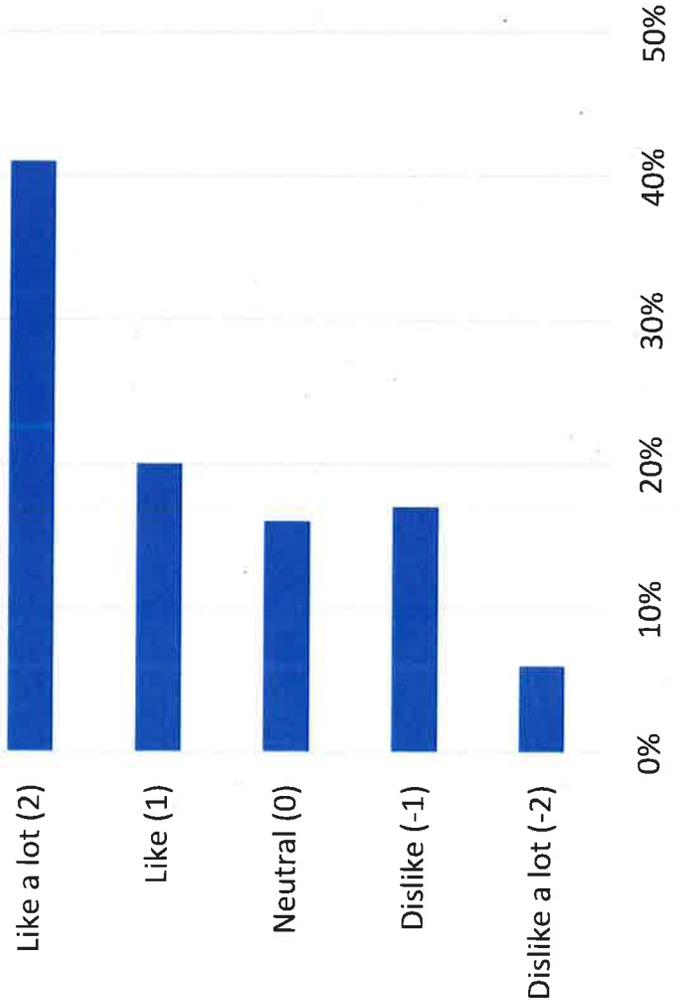
## 8. Concept 3



# Online/ Paper Survey Summary of Results

- 41% Like a lot
- 20% Like
- 16% Neutral
- 17% Dislike
- 6% Dislike a lot

**Net Total Score = 86**



# Online/ Paper Survey

## Summary of Results

9. Please share any other ideas or thoughts regarding the design of the Police Service Headquarters?

Most Common Comments:

- Like Storm water Planters
- Ensure accessibility to the public
- Include Solar Panels
- Plan for growth
- Provide an area for police officers to socialize with the public
- Use Salinas architecture as inspiration not Southern California

# Online/ Paper Survey

## Summary of Results

10. What amenities would you like to see included in a community room that is available for public use?

Word Cloud of Most Common Comments:

Clean Salinas Lots Windows Programs Multi-media Food  
Training Chairs Audio Visual Equipment Room  
Seating Events Comfortable Meetings  
Youth  
Engagement Space Activities Kitchen Internet  
Public Think Video Games Police Park  
Eventos Tienda Clases Cuidad Jovens

# Online/ Paper Survey

## Summary of Results

11. What events or uses can you envision taking place in the multi use space/plaza? What amenities would you suggest it include to accommodate those events/uses?

Word Cloud of Most Common Comments:

Activities<sup>Board</sup> Place<sup>Program</sup> Art<sup>Open House</sup> Police  
Education Events Family Community Fairs  
Meetings<sup>Comfortable</sup> Space<sup>Access</sup> Food<sup>Booths</sup>  
Ancianos Market Jovenes  
Actividades de Familia Eventos Culturales  
Musica y Juegos

# Online/ Paper Survey

## Summary of Results

12. As a community asset, what community-serving uses should be considered for opportunity site?

Word Cloud of Most Common Comments:

Recreation Indoor Art Gang Public Safety Education  
safe Community children Police  
Adults YOUTH Space Center Health Soccer  
Ninos Jovenes Plaza Artesanal  
Talleres de Trabajo Deportes Ferias

# Online/ Paper Survey

## Summary of Results

13. In general, what suggestions do you have to improve the experience of people visiting or conducting business at the new Salinas Police Service Headquarters?

### Most Common Comments:

- Easy Access to transit, pedestrians, bicyclists and ADA
- Welcoming events (hiring tours, friendly staff)
- Good cultural and neighborhood relationships
- Good parking
- Spacious community and police spaces
- Big lobby and welcoming staff

# Online/ Paper Survey Participant Demographics

- Age: Most participants were 35-50
- Ethnicity:
  - 36% Latino
  - 45% White
- Gender:
  - 47% Men
  - 45% Women
- Zip Code:
  - Most participants were from 93901
- Live, Work, Own Business Near the Site:
  - 53% Work
  - 41% Live
  - 25% None of the These
  - 6% Own Property
  - 5% Own a Business

# Alisal Vibrancy Plan Workshop

## Description of Rating Results

- October 26, 2017
- Rating Poster Voting
- Participants were asked to vote for each design concept on a weighted scale indicating how much they liked (positive numbers) or disliked (negative numbers) each concept. For each concept the votes were tallied to arrive at a Net Total Score.

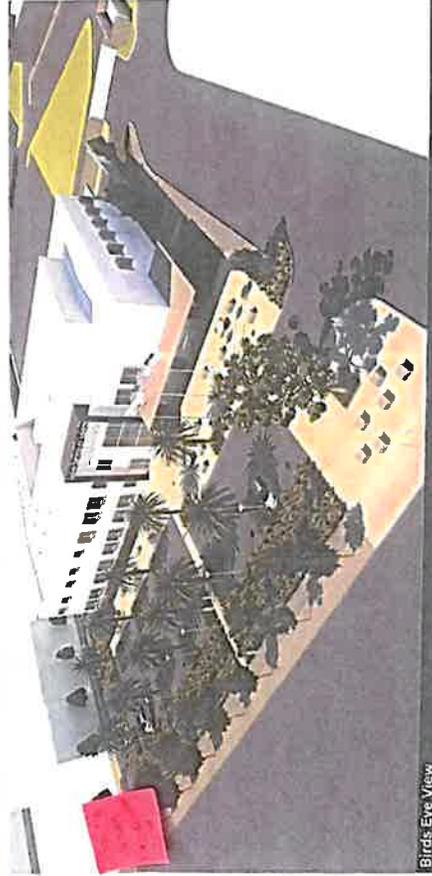


Alisal Vibrancy Plan Workshop Outreach

# Concept 1

Salinas Police Service  
Headquarters

Design Concept 1/ *Concepto de Diseño 1*



-2	-1	0	1	2
Dislike a lot <i>No Me Gusta Nada</i>	Dislike <i>No Me Gusta</i>	Neutral <i>Neutral</i>	Like <i>Me Gusta</i>	Like a lot <i>Me Gusta Mucho</i>
4 blue dots	8 blue dots	12 blue dots	16 blue dots	20 blue dots

## Alisal Workshop Rating Results

The stickers for each category were multiplied by the corresponding weighting factor.

- Dislike a Lot= -8
- Dislike= -12
- Neutral= 0
- Like= 24
- Like a lot=38

**Net Total Score = 42**

# Concept 2



-2	-1	0	1	2
Dislike a lot <i>No Me Gusta Nada</i>	Dislike <i>No Me Gusta</i>	Neutral <i>Neutral</i>	Like <i>Me Gusta</i>	Like a lot <i>Me Gusta Mucho</i>
5 green dots	4 green dots	6 green dots	12 green dots	10 green dots

## Alisal Workshop Rating Results

The stickers for each category were multiplied by the corresponding weighting factor.

- Dislike a Lot= -12
- Dislike= -6
- Neutral= 0
- Like= 29
- Like a lot= 24

**Net Total Score = 35**

# Concept 3

Salinas Police Service  
Headquarters

Design Concept 3/ *Concepto de Diseño 3*



-2	-1	0	1	2
Dislike a lot <i>No Me Gusta Nada</i>	Dislike <i>No Me Gusta</i>	Neutral <i>Neutral</i>	Like <i>Me Gusta</i>	Like a lot <i>Me Gusta Mucho</i>
5 green dots	7 green dots	5 green dots	3 green dots	15 green dots

# Alisal Workshop Rating Results

The stickers for each category were multiplied by the corresponding weighting factor.

- Dislike a Lot = -10
- Dislike = -14
- Neutral = 0
- Like = 16
- Like a lot = 104

**Net Total Score = 96**

# Aggregate Results

# Design Concept 1 Total Votes



Merchant Meeting	+22	Townhall Meeting	-12	Survey	+74	Alisal Workshop	+42
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**Aggregate Total = 126**

# Design Concept 2 Total Votes



Merchant Meeting	Townhall Meeting	Survey	Alisal Workshop
+47	-5	+74	+35

**Aggregate Total = 151**

# Design Concept 3 Total Votes



Merchant Meeting	+22	Townhall Meeting	+27	Survey	+86	Alisal Workshop	+96
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**Aggregate Total = 231**