

Administrative Draft General Plan Goals, Policies, and Actions

*This document contains the implementation action matrices from the elements of the administrative draft *Visión Salinas 2040 General Plan* (not including the adopted [2023-2031 Housing Element](#), or the matrix from the Economic Development Element, still under review with stakeholders).*

Land Use Element Action Matrix		
Goal LU-1: Support a balanced, diverse, and equitable land use pattern that provides a wide range of jobs, housing, recreation, and services.		
Policy LU-1.1: Actively encourage mixed-use designations and flexible residential development to increase sustainability and capacity for housing, business, services, and alternative modes of transportation.		
Action	Department	Timeframe
Action LU-1.1.1: Update the zoning code to include more mixed-use districts based on Place Type designation and emphasize form over use in these districts.	Community Development	Short
Action LU-1.1.2: Facilitate high-quality multi-family residential development throughout the city at a variety of densities (accessory dwellings, missing middle, midrise etc.) to increase opportunities for attainable and affordable housing.	Community Development	Ongoing
Action LU-1.1.3: Establish and maintain the Central City as the business, government, dining, lodging, cultural, and entertainment center of Salinas. Maintain a compact Central city core that minimizes distances between most residential units, offices, stores, and restaurants.	Community Development	Ongoing
Action LU-1.1.4: Group neighborhood shopping centers, schools, civic and recreational uses, parks, and public transit opportunities together to create an activity center focal point for the neighborhoods they serve.	Community Development	Ongoing
Policy LU-1.2: Promote and prioritize redevelopment and revitalization of infill opportunities to ensure the efficient use of land and existing infrastructure and services (e.g., roads, transit, water, sewer, schools, etc.).		
Action	Department	Timeframe

Action LU-1.2.1: Use the Place Types and zoning reform to encourage Transit-Oriented Development (TOD) around the Intermodal Transit Center and near major corridors and destinations.	Community Development	Medium
Action LU-1.2.2: Evaluate ways to reduce development costs and/or provide equitable incentives to encourage development within existing neighborhoods on underutilized or disinvested properties, while protecting against displacement of existing businesses and residents.	Community Development	Ongoing
Action LU-1.2.3: Utilize well-designed infill development and increase density along major corridors and Economic Opportunity Areas.	Community Development	Ongoing
Action LU-1.2.4: Promote green retrofits of existing parking lots in infill development for environmental benefits.	Community Development	Ongoing
Policy LU-1.3: Maintain a compact urban form, locating growth areas in a manner that mitigates negative impacts of future growth on environmental quality and quality of life and minimizes loss of important agricultural resources, while allowing for the reasonable expansion of the City to address projected population growth.		
Action	Department	Timeframe
Action LU-1.3.1: Apply a system of managing growth based on the timely provision of public services and facilities and general thresholds or standards for their adequacy.	Community Development	Ongoing

Action LU-1.3.2: Promote vertical urban expansion in the city core and other appropriate areas through the Zoning Code.	Community Development	Ongoing
Action LU-1.3.3: Encourage industrial development to locate within the approved Salinas Ag-Industrial Center Specific Plan area.	Community Development	Medium
Action LU-1.3.4: Encourage clustering of development on sites within the Future Growth Area to minimize impacts on agricultural and open space resources through respective specific plans.	Community Development	Long
Action LU-1.3.5: Lead development of an East Area Specific Plan.	Community Development	Short
Action LU-1.3.6: Continue to require specific plans prior to development of future growth areas currently annexed or annexed following adoption of this plan.	Community Development	Ongoing
Action LU-1.3.7: Do not pursue growth into Economic Reserve Areas until full buildout of Future Growth/Target Areas. As this buildout occurs re-evaluate Economic Reserve Area land use to best meet needs of the community.	Community Development	Long
Policy LU-1.4: Promote economic development through focused land use planning and infrastructure improvements, and targeted resource expansion.		
Action	Department	Timeframe
Action LU-1.4.1: Use Place Types to reinforce the strengths and identity of each Economic Opportunity Area.	Community Development	Ongoing

Action LU-1.4.2: Complete the Ferrasci/Target Area K Specific Plan and implement by incorporating land into the city through annexation.	Community Development	Short
Action LU-1.4.3: Selectively increase the supply of land outside of existing City limits for economic and housing development by expanding the Sphere of Influence to include Target Areas and by exploring future annexation as projects come forward.	Community Development	Ongoing
Action LU-1.4.4: Use the Place Types to increase flexibility in the Zoning Code to accommodate innovative economic development activity.	Community Development	Short
Action LU 1.4.5: Implement land use and infrastructure recommendations from recent community plans (EDE (2017) AVP, CRP, DVP, etc.) in the Zoning Code.	Community Development	Ongoing
Policy LU-1.5: Coordinate with local school districts and other educational organizations.		
Action	Department	Timeframe
Action LU-1.5.1: Work in partnership with local school districts and assist them in identifying land needed for new school sites so that sufficient facilities are provided for students.	Community Development	Ongoing
Action LU-1.5.2: Consider impacts of proposed projects on school enrollment and facilities service standards.	Community Development	Ongoing
Action LU-1.5.3: Work with Monterey Salinas Transit to provide transit routes to serve education institutions.	Community Development	Ongoing
Goal LU-2: Ensure that above- and below-ground infrastructure meets the existing and future community needs.		

Policy LU-2.1: Maintain, improve, and expand flood, wastewater, and sewer systems to meet current and anticipated demands.		
Action	Department	Timeframe
Action LU-2.1.1: Actively coordinate and work with Monterey County Water Resources Agency (MCWRA) to provide and maintain necessary flood control facilities and services to meet the needs of the community. Continue to work with the MCWRA to construct Zone 9 Reclamation Ditch improvements to address flood storage and discharge issues.	Public Works	Ongoing
Action LU-2.1.2: Provide a sewer system that meets the needs of the community for sewer collection and treatment and work with Monterey One Water (M1W) for sewer treatment needs. Coordinate with M1W for additional treatment capacity of expanded sewage disposal needs.	Public Works	Ongoing
Action LU-2.1.3: Ensure existing wastewater, industrial wastewater, and storm drainage infrastructure systems, including broad municipal level wastewater and stormwater solutions for water reuse are maintained and upgraded to accommodate existing and future businesses and development.	Public Works	Ongoing

Action LU-2.1.4: Continue to work with both MCWRA and M1W to recycle industrial wastewater for regional reuse which will in turn aid in the expansion of the Industrial Wastewater Treatment Facility.	Public Works	Ongoing
Action LU-2.1.5: Through development requirements and public projects, increase pervious surfaces and encourage sustainable and resilient green infrastructure such as drought tolerant/native plantings, a larger tree canopy, bioswales, grey water reuse, etc.	Public Works	Ongoing
Action LU-2.1.6: Review development proposals to ensure that adequate sewer and water treatment and recycling facilities, conveyance systems, and capacity are available to meet the needs of the development without negatively impacting the existing community.	Public Works	Ongoing
Action LU-2.1.7: Require new development, to the extent feasible, to provide flood control facilities that are visually attractive and ecologically beneficial and require on-going maintenance of the facilities by the development through a maintenance district. Apply appropriate development standards and fees to improve present drainage systems and provide adequate stormwater detention basins and sedimentation ponds with new construction.	Public Works	Ongoing
Policy LU-2.2: Ensure adequate funding for infrastructure projects through both public and private sources.		
Action	Department	Timeframe

Action LU-2.2.1: Develop an infrastructure funding toolkit which describes infrastructure funding options and mechanisms available to the City and for partnerships with the private sector.	Public Works	Short
Action LU-2.2.2: Incorporate priority infrastructure projects into the Capital Improvement Plan to ensure they are programmed for funding and implementation in an appropriate timeframe to meet priority community objectives.	Public Works	Ongoing
Action LU-2.2.3: Work with local and regional agencies to identify new and expanded infrastructure requirements and costs to ensure adequate service capacity to meet the demands of new development within the Sphere of Influence.	Public Works Community Development	Long
Action LU-2.2.4: Pursue public-private partnerships to increase access to and potentially fund energy, water, resource recycling and reuse, broadband, green infrastructure, and other infrastructure capacity.	Public Works Community Development	Ongoing
Action LU-2.2.5: Pursue grants and other funding mechanisms to implement recommendations of the Broadband Master Plan, prioritizing improvements in unserved and underserved areas.	Public Works Community Development	Medium
Goal LU-3: Support the development and continued evolution of the Salinas Municipal Airport.		
Policy LU-3.1: Encourage development of the airport in accordance with the Salinas Municipal Airport Master Plan.		

Action	Department	Timeframe
Action LU-3.1.1: Plan for future airport operations, considering possible expansion of airport operations, services, the potential of Electric Vertical Take Off and Landing (EVTOL) vehicles, and the proximity of adjacent land uses.	Public Works	Medium
Action LU-3.1.2: Encourage development in the vicinity of the Salinas Municipal Airport that would not cause land use conflicts, hazards to aviation, or hazards to the public and that is in compliance with the California Airport Land Use Planning Handbook.	Public Works	Ongoing
Action LU-3.1.3: Support new compatible or aviation-related businesses at the Salinas Municipal Airport and surrounding commercial areas, including retaining airport property with direct runway access for uses directly related to aviation.	Public Works	Ongoing
Policy LU-3.2: Within the designated airport operations area (area within the Airport proper, which typically includes the aircraft movement areas), safety shall be the first consideration and priority shall be given to construction projects that make this area safe for aircraft operations.		
Action	Department	Timeframe
Action LU-3.2.1: Maintain open space adjoining Salinas Municipal Airport in accordance with the State of California Airport Land Use Planning Handbook to ensure safety for the present runway configurations and for possible future expansions.	Public Works	Ongoing

Action LU-3.2.2: Review development proposals within areas affected by the operation of the airport to ensure airport and land use compatibility, protect the public safety, and allow for continued aviation operations. This includes minimizing residential population increases within the 55 decibel CNEL contour.	Community Development Public Works	Ongoing
Action LU-3.2.3: Require dedication of an aviation easement as a condition of development approval of projects within the Airport Local Area of Influence. Said aviation easement shall include special provisions for properties within the 1-mile clear zone required for the California International Airshow.	Community Development	Ongoing

Circulation Element Action Plan Matrix		
Goal C-1: Provide and maintain a safe and integrated circulation system that meets the current and future needs of the community for all modes of travel.		
Policy C-1.1: Design and maintain safe streets.		
Actions	Department	Timeframe
Action C-1.1.1: Use traffic calming methods within residential areas where necessary to create a pedestrian friendly circulation system.	Public Works	Ongoing
Action C-1.1.2: Continue to enforce traffic laws, including those addressing bicycle and pedestrian traffic, to ensure a circulation system that is safe for motorized, bicycle, and pedestrian traffic.	Public Works/Police	Ongoing
Action C-1.1.3: Implement Vision Zero Plan recommendations and invest in safer transportation infrastructure for pedestrians, cyclists, and other modes of travel.	Public Works	Ongoing
Action C-1.1.4: Minimize potential safety conflict between trucks and freight transportation and other transportation network users.	Public Works	Ongoing
Action C-1.1.5: Improve regional and intra city road, rail, and air logistics and connections.	Public Works/TAMC/Salinas Airport	Ongoing

Action C-1.1.6: Work with other local jurisdictions and regional agencies to develop, implement, and improve regional transit projects and transportation systems.	Public Works/MST/TAMC	Ongoing
Action C-1.1.7: Improve connectivity and access within the City through efforts to implement the Downtown Vibrancy Plan and improve broader access to downtown with the rail station, Chinatown, Alisal Market Place, and Carr Lake.	Public Works/Community Development/	Ongoing
Action C-1.1.8: Promote proper capacity and traffic flow on City streets where feasible.	Public Works	Ongoing
Action C-1.1.9: Continue to require new development to contribute to the financing of street improvements, including formation of roadway maintenance assessment districts, required to meet the demand generated by the project.	Public Works	Ongoing
Action C-1.1.10: Encourage removal of “back out” parking on major roads from non-residential uses.	Public Works	Ongoing
Action C-1.1.11: Utilize AB43 Traffic Safety to classify Safety Corridors in the City that can benefit from reduced posted vehicle speed limits.	Public Works	Ongoing
Action C-1.1.12: Continue to explore the use of technology-based solutions to improve the efficiency and safety of the roadway network for all users and expand data-sharing with developing markets including Smart City and Connected-Autonomous Vehicle platforms.	Public Works	Ongoing
Goal C-2.1: Create and support sustainable and healthy transportation options that encourage a reduction in single-occupancy vehicle commuting and overall Vehicle Miles Traveled (VMT).		
Policy C-2.1: Use Transportation Demand and System Management (TDM and TSM) strategies, coordinated land use planning, and interagency collaboration to reduce VMT.		
Action C-2.1.1: Require preferential parking for electric vehicles, carpools, and vanpools through development standards.	Public Works/Community Development	Ongoing
Action C-2.1.2: Encourage ridesharing facilities such as Uber and Lyft to reduce the number of vehicles on City’s road network.	Public Works	Ongoing

Action C-2.1.3: Create requirements for public transit passes and other TDM management as part of VMT mitigation measures for non-discretionary projects that exceed VMT thresholds.	Public Works/Community Development	Short
Policy C-2.2: Provide and maintain safe pedestrian routes to school, work, shopping, and recreation.		
Action C-2.2.1: Improve the walking environment by increasing the availability of safe, attractive, and well-maintained sidewalks, cut-throughs, landscaping, use of traffic-calming devices on local streets, adequate pedestrian separation from automobile traffic and the inclusion of pedestrian-scaled amenities such as lighted crosswalks and increased lighting along sidewalks in all areas of the City.	Public Works	Ongoing
Action C-2.2.2: Ensure that all pedestrian route improvements meet with ADA standards for accessibility.	Public Works	Ongoing
Action C-2.2.3: Find additional funding to complete sidewalk repair backlog list as it exists in 2025.	Public Works	Medium
Action C-2.2.4: Require pedestrian safety features such as crosswalks and walking paths in large commercial parking lots.	Community Development/Public Works	Ongoing
Action C-2.2.5: Create objective design standards to ensure new development in Residential, Mixed Use, Unique, and Commercial land use Place Types encourages a walkable built environment.	Community Development/Public Works	Medium
Action C-2.2.6: Use features such as street trees and other green infrastructure, curb extensions, mid-block crossings, high visibility/unique crosswalk markings, pedestrian signals, four-way stops, whenever possible when repairing or building new streets and intersections.	Public Works	Ongoing
Policy C-2.3: Provide and maintain an extensive public bicycle network with safe and equitable on-street and off-street facilities.		
Action C-2.3.1: Continue to develop a safe and attractive network of on- and off-street	Public Works	Ongoing

bicycle routes to encourage and facilitate the use of bicycles for commuting, recreation, and other trips. Eliminate gaps and provide connections between existing bicycle routes.		
Action C-2.3.2: Ensure that all pedestrian and bicycle route improvements meet the Americans with Disabilities Act (ADA) standards for accessibility, and Caltrans standards for design.	Public Works	Ongoing
Action C-2.3.3: Increase availability of facilities by encouraging existing businesses and requiring new construction to provide on-premise facilities, such as safe short-term and long-term bicycle parking.	Public Works/Community Development	Ongoing
Action C-2.3.4: Create an interconnected active transportation network by developing off-street trails throughout Salinas along creeks/waterways and through parks that integrate with on-street bicycle and pedestrian infrastructure.	Public Works	Ongoing
Action C-2.3.5: Explore extending a trail network outside of Salinas that connects with regional recreation opportunities.	Public Works/TAMC	Ongoing
Action C-2.3.6: Implement Active Transportation Plan recommendations.	Public Works	Long
Policy C-2.4: Promote and maintain an efficient, reliable, and equitable public transportation network, that provides a feasible alternative to driving.		
Action C-2.4.1: Support expanded services and continued maintenance and expanded use of the Intermodal Transportation Center.	TAMC/MST/Public Works	Ongoing
Action C-2.4.2: Support Monterey-Salinas Transit initiatives to provide adequate and improved (e.g., more frequent availability and use of Intelligent Transportation System measures where appropriate) public transportation service.	MST/Public Works	Ongoing
Action C-2.4.3: Promote public transportation that is bike- and pedestrian-friendly by encouraging buses with bicycle racks at public transportation stations and for all new or modified bus stops to take pedestrian access into consideration.	MST/Public Works	Ongoing

Action C-2.4.4: Design development and reuse/revitalization projects to be transit-oriented to promote the use of alternative modes of transit and support higher levels of transit service.	MST/Public Works/Community Development	Ongoing
Action C-2.4.5: Continue providing support to TAMC to provide commuter rail service to the Silicon Valley and other major destinations to provide alternatives to automobile use.	Public Works/TAMC	Ongoing
Action C-2.4.6: Promote alternative fuel vehicles such as electric scooters, electric bikes, and car sharing to reduce car dependency.	Public Works/Community Development	Ongoing
Action C-2.4.7: Support electric vehicle charging stations throughout Salinas and City electric vehicles fleet conversion.	Public Works/Community Development	Ongoing
Goal C-3: Support the local economy through a circulation system that moves products safely and efficiently		
Policy C-3.1: Improve transportation infrastructure necessary for efficient freight logistics.		
Action C-3.1.1: Coordinate with state and regional partners on improving truck access to U.S. 101 in Salinas and at the Abbott Street interchange southeast of the City's boundary.	Public Works	Ongoing
Action C-3.1.2: Improve street maintenance of designated truck routes.	Public Works	Ongoing
Action C-3.1.3: Support freight movement via rail and other alternatives if feasible.	Public Works	Ongoing
Action C-3.1.4: Minimize the need for freight loading and unloading on public streets when designing new industrial or commercial developments or road configurations.	Public Works	Ongoing
Policy C-3.2: Improve communication infrastructure and access.		
Action C-3.2.1: Update Citywide policies to support Broadband and implement Broadband Masterplan recommendations.	Public Works	Ongoing
Action C-3.2.2: Identify a champion for Broadband development.	Public Works	Ongoing
Action C-3.2.3: Identify available funding opportunities to expand Broadband to underserved areas.	Public Works	Ongoing

Policy C-3.3: Promote appropriate capacity and traffic flow on City Streets.

Action C-3.3.1: Strive to maintain traffic Level of Service (LOS) D or better for all intersection and roadways.	Public Works	Ongoing
Action C-3.3.2: Design roadway capacities to adequately serve planned land uses. Discourage diversion of traffic to local streets by providing capacity on arterial streets and locating high traffic-generating uses on or near arterial frontages.	Public Works/Community Development	Ongoing
Action C-3.3.3: Utilize roundabouts, where feasible, to promote improved traffic operations and to enrich the driving experience. Utilize the center of the roundabouts for public art and landscaping.	Public Works	Ongoing
Action C-3.3.4: Reduce the number of existing driveways on arterial streets whenever possible for reuse/revitalization projects to improve traffic flow.	Public Works	Ongoing

Policy C-3.4: Effectively manage parking resources.

Action C-3.4.1: Consider a Residential Parking Permit (RPP) Program. Work with local community groups to identify unique RPP registration needs and number of permits per household. When implementing the program, include a significant grace period and education program. Consider warning tickets for first-time offenders.	Public Works	Medium-Long
Action C-3.4.2: Allow for flexible conversion of residential yard space while maintaining required permeable space for stormwater management and balancing neighborhood aesthetics.	Community Development/Public Works	Short
Action C-3.4.3: Ensure Zoning Code parking requirements include bicycles, carpooling spaces, facilities for electric vehicle charging, and provide spaces for motorcycles. Site planning for industrial areas should consider heavy vehicle holding space on city streets.	Community Development/Public Works	Medium
Action C-3.4.4: Encourage use of unbundled parking off-street parking to separate the sale/rental price of parking spaces from	Community Development/Public Works	Medium

sale/rental price of a residential unit or non-residential building square footage.		
Action C-3.4.5: Update the Zoning Code to recalibrate parking requirements for new development. Consider eliminating minimum parking requirements (when not already eliminated through State law) for transit-oriented, mixed-use, and adaptive reuse development.	Community Development/Public Works	Medium
Action C-3.4.6: Continue time-limited parking in commercial areas and invest in enforcement. Consider meters or other payment systems in areas with high demand and the need for parking space turnover.	Public Works	Ongoing

Community Design Element Action Matrix		
Goal CD-1: Create, preserve, and enhance a positive and distinct community image and identity.		
Policy CD-1.1: Enhance and strengthen the visual aspect of major entry routes into the City and neighborhoods.		
Action	Department	Timeframe
Action CD-1.1.1: Use landscaping, design schemes and signage to improve the image and distinct identity of the City, its neighborhoods, and its major gateways.	Community Development	Ongoing
Action CD-1.1.2: Apply high-quality design and landscaping standards through the Zoning Code to major gateways and projects visible from Highway 101 and Route 68.	Community Development	Ongoing
Action CD-1.1.3: Maintain the distinction of the City's urban/rural interface by using roadway segments and/or natural features and tree plantings to form sharply defined edges between urban development and open space or agricultural uses.	Community Development	Ongoing
Action CD-1.1.4: Design City-owned land and Highway 101 right-of-way landscaping to make Salinas interesting and attractive as seen from the Highway.	Community Development	Ongoing

Policy CD-1.2: Define and promote a strong sense of neighborhood identity and harmony through design.		
Action	Department	Timeframe
Action CD-1.2.1: Create and preserve distinct, identifiable neighborhoods with traditional neighborhood development characteristics.	Community Development	Ongoing
Action CD-1.2.2: Encourage walkable neighborhoods through close proximity of schools, amenities, and shopping.	Community Development	Ongoing
Action CD-1.2.3: Create neighborhood centers with ground floor retail space and office space, upper story residential and a civic space such as a plaza or park.	Community Development	Ongoing
Action CD-1.2.4: Encourage increasing housing densities from perimeter to center (i.e. neighborhoods should be more densely populated at the center).	Community Development	Ongoing
Action CD-1.2.5: Locate small parks throughout neighborhoods to increase park access.	Community Development	Ongoing
Action CD-1.2.6: Design vehicular and active transportation networks that connect neighborhoods with the surrounding community.	Community Development	Ongoing
Action CD-1.2.7: Allow flexible parking requirements and arrangements or the reduction or elimination of parking requirements within neighborhood activity centers to minimize the impact of the automobile and foster a pedestrian oriented streetscape.	Community Development	Ongoing
Action CD-1.2.8: Require a balance and variety of housing types and designs to avoid visual monotony.	Community Development	Ongoing

Action CD-1.2.9: Require infill development to be compatible with the scale and character of existing neighborhoods through objective design standards, developed through a Zoning Code update, and use standards to promote the culture, art, and history of Salinas' neighborhoods through place-sensitive design.	Community Development	Ongoing
Action CD-1.2.10: Locate and design water retention areas and preserve important urban wildlife habitat to contribute to the visual quality of the City's open space system.	Community Development	Ongoing
Action CD-1.2.11: Develop wayfinding signs to guide the public in unique districts and promote local businesses and attractions.	Community Development	Short
Policy CD-1.3: Address vacant properties and blight to improve appearance of residential neighborhoods, to bolster property values, incentivize private investment, and increase community pride.		
Action	Department	Timeframe
Action CD-1.3.1: Identify and address contaminated parcels, dilapidated buildings, and abandoned properties to ensure they are safe to residents and visitors.	Community Development	Ongoing
Action CD-1.3.2: Use developer incentives, enforcement of property maintenance and building codes, public-private partnerships and City-sponsored programs to encourage the continued maintenance, rehabilitation, and mitigation of negative visual impacts of residential, commercial, public, and industrial properties.	Community Development	Ongoing
Action CD-1.3.3: Catalyze and guide redevelopment of underutilized and disinvested parcels, especially in neighborhoods that have historically experienced disproportionately less economic investment.	Community Development	Ongoing

Action CD-1.3.4: Pursue grants to conduct environmental studies and possibly cleanup on City-owned or key public-private partnership brownfield sites.	Community Development	Ongoing
Action CD-1.3.5: Encourage 'pre-development' active reuse of vacant parcels for short-term community benefits.	Community Development	Ongoing
Action CD-1.3.6: Encourage green infrastructure in neighborhoods through increasing street tree canopy, incorporating vegetation into neighborhood design and increasing drought resilient public and private landscaping.	Community Development	Ongoing

Goal CD-2: Protect and enhance community historical resources.

Policy CD-2.1: Preserve architecturally important historic buildings that are capable of being adapted for viable use.

Action	Department	Timeframe
Action CD-2.1.1: Support private efforts to reinvest in and restore historically and architecturally significant structures and to continue their use as an integral part of the community.	Community Development	Ongoing
Action CD-2.1.2: When historic buildings are renovated to extend their useful lives, the historic architecture should be maintained when possible.	Community Development	Ongoing
Action CD-2.1.3: Protect historical resources in accordance with the California Environmental Quality Act (CEQA).	Community Development	Ongoing
Action CD-2.1.4: Complete a new comprehensive survey identifying historic structures and resources in Salinas.	Community Development	Short

Action CD-2.1.5: Identify historic sites through historic landmark plaques and the Historic House Tour Guide.	Community Development	Short
Action CD-2.1.6: Administer the local Mills Act ordinance which allows a reduction of property taxes in exchange for preservation and market the program to owners of potential qualifying structures.	Community Development	Ongoing

Goal CD-3: Prioritize placemaking and space for people.		
Policy CD-3.1: Improve the urban design relationship between buildings, streets, and people.		
Action	Department	Timeframe
Action CD-3.1.1: Align Place and Street Types (see Land Use and Circulation Elements) to create human-scale districts and public spaces.	Community Development	Ongoing
Action CD-3.1.2: Use the zoning code and future specific plans to require building mass to frame (give an appropriate sense of enclosure) adjacent public/open spaces, streets, and walkways.	Community Development	Ongoing
Action CD-3.1.3: Consider the entire public realm when undertaking major street projects, and enhance pedestrian/active transportation connectivity, improve sidewalk amenities, and utilize green infrastructure.	Community Development	Ongoing
Action CD-3.1.4: Avoid large un-landscaped parking areas and blank building walls facing streets or adjoining properties.	Community Development	Ongoing
Action CD-3.1.5: Minimize the use and visual effect of sound attenuation walls and noise barriers.	Community Development	Ongoing

Action CD-3.1.6: Minimize the visual impact of transformers and similar utility equipment through screening or undergrounding as feasible.	Community Development	Ongoing
Action CD-3.1.7: Use low-impact development (LID) landscaping to emphasize on-site treatment of stormwater and provide a connection to the natural environment.	Community Development	Ongoing

Noise Element Action Matrix		
Goal N-1: Minimize adverse effects of noise on the community.		
Policy N-1.1: Promote proper land use planning to minimize adverse effects of noise.		
Action	Department	Timeframe
Action N-1.1.1: Require noise-reducing design features in the Zoning Code for new development and reuse/revitalization projects to address the impact of noise on residential development. Use noise/land use compatibility standards and the Noise Contours Map as a guide for future planning and development decisions to ensure that new development can be made compatible with the noise environment.	Community Development	Short
Action N-1.1.2: Ensure proposed development meets Title 24 Noise Insulation Standards for construction.	Community Development	Ongoing
Action N-1.1.3: Support continuation and improvement of the Airport's noise abatement program. Ensure that new development within the Salinas Municipal Airport "area of influence" does not result in a land use/noise compatibility conflict or hazard, is compatible with the airport noise environment, and meets the guidelines of the Caltrans handbook.	Community Development Public Works	Ongoing

<p>Action N-1.1.4: Protect Sensitive Receptors land uses listed in Table N-1 from adverse impacts caused by the noise generated by new developments. Incorporate necessary mitigation measures into development design to minimize short-term noise impacts. Prohibit long-term operational noise increases at the sensitive receptor property line, or new uses that generate noise levels at the sensitive receptor property line, as follows:</p> <ul style="list-style-type: none"> • Greater than 3 dBA Ldn increase for ambient noise environments of higher than 60 dBA Ldn; and • Greater than 5 dBA Ldn increase for ambient noise environments of less than or equal to 60 dBA Ldn. 	Community Development	Ongoing
Policy N-1.2: Minimize transportation-related noise impacts.		
Action	Department	Timeframe
Action N-1.2.1: Ensure noise impacts generated by vehicular sources are minimized through the use of noise control measures (e.g., earthen berms, landscaped walls, lowered streets).	Community Development	Ongoing
Action N-1.2.2: Control truck traffic routing to reduce transportation-related noise impacts on sensitive land uses.	Public Works	Ongoing
Action N-1.2.3: Enforce the City of Salinas Noise Ordinance as it relates to vehicles and traffic-related sources.	Police	Ongoing
Action N-1.2.4: Provide sufficient annual funding to continue strategic improvement of roadway pavements.	Public Works	Ongoing
Policy N-1.3: Minimize non-transportation related noise impacts.		
Action	Department	Timeframe
Action N-1.3.1: Enforce the City of Salinas regulations to ensure stationary noise sources and noise emanating from construction activities, private	Police Community Development	Ongoing

development/residences, and special events are minimized.		
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Conservation & Environmental Safety Element Action Matrix		
Goal COES-1: Increase the adaptability and resiliency of Salinas to the effects of climate change.		
Policy COES 1.1: Protect climate vulnerable populations.		
Action	Department	Timeframe
Action COES-1.1.1: Establish locations for cooling centers in Salinas that are open and welcoming for all residents and create and communicate clear benchmarks for when they will be open.	Library and Community Services	Ongoing
Action COES-1.1.2: Explore options and resources for protecting outdoor laborers (farmworkers, construction workers, etc.) from the dangers and potential wage loss from extreme heat and flooding events.	Community Development City Attorney	Medium
Action COES-1.1.3: Establish resiliency hubs at community facilities (libraries, community centers, etc.) and provide multilingual guidance and resources on how to prepare for emergencies and disasters at these hubs and through social media.	Library and Community Services	Short
Action COES-1.1.4: Make resilience resources available throughout the community. Support implementation of the Monterey County Community Resilience Plan and similar efforts.	Library and Community Services Community Development	Short
Action COES-1.1.5: Establish or support outreach programs to conduct wellness checks and help distribute resources in preparation for or in the aftermath of a disaster.	Library and Community Services Fire	Short

Policy COES 1.2: Prepare the built and natural environments for a different climate and more severe natural events.		
Action	Department	Timeframe
Action COES-1.2.1: Identify critical infrastructure vulnerable to climate change and ways to increase protection and resiliency, such as installing back-up power generators or flood prevention.	Public Works	Ongoing
Action COES-1.2.2: Encourage resilient landscaping and plant selection for a warmer climate through municipal codes, plans, and public resources.	Community Development	Ongoing
Action COES-1.2.3: Incorporate wildfire protections into the East Area Specific Plan to mitigate risk along its Old Stage Road boundary and adjacent fire hazard zones to the northeast.	Community Development	Short
Action COES-1.2.4: Expand weatherization programs and assistance, particularly to residents in older structures and mobile home parks.	Community Development	Medium
Action COES-1.2.5: Invest in expanding Salinas' urban tree canopy, particularly in under-resourced neighborhoods.	Public Works	Medium
Action COES-1.2.6: Make use of funding from agencies that help with natural disaster mitigation, adaptation, and recovery.	Community Development Public Works Fire	Ongoing
Goal COES-2: Ensure a safe and adequate water supply for the community.		
Policy COES-2.1: Encourage the local conservation of water resources.		

Action	Department	Timeframe
Action COES-2.1.1: Work with water providers and Groundwater Sustainability Agencies to institute conservation programs to address water supply problems caused by groundwater overdrafting.	Public Works Community Development	Ongoing
Action COES-2.1.2: Enforce the City's Water Conservation Ordinance and related regulations, and apply standards that promote water conservation in agricultural, residential, and non-residential uses.	Community Development Public Works	Ongoing
Action COES-2.1.3: Maintain and restore natural watersheds and support stormwater capture/reuse in Salinas through development regulations, restoration projects, and green infrastructure to recharge the aquifers and ensure the viability of the ground water resources.	Public Works Community Development	Ongoing
Action COES-2.1.4: Incorporate low impact design principles and other water conservation best practices into development regulations.	Community Development	Short
Policy COES-2.2: Work with partners on regional solutions to water challenges.		
Action	Department	Timeframe

Action COES-2.2.1: Cooperate with local, regional, and state water agencies to develop or expand new water sources.	Public Works Community Development	Ongoing
Action COES-2.2.2: Continue to participate in and support regional programs and projects that target the improvement and conservation of the region's groundwater and surface water supply. This includes active participation in the Salinas Valley Basin Groundwater Sustainability Agency and liaison with the Monterey County Water Resources Agency, Monterey One Water, and other organizations to explore regional solutions for water reuse, conservation and supply.	Public Works	Ongoing
Action COES-2.2.3: Actively support regional efforts with partner agencies and local industries to stop seawater intrusion in the 180/400-Foot Aquifer and address other critical threats to water supply.	City	Long
Action COES-2.2.4: Promote responsible and sustainable water usage education for City residents, businesses, and surrounding agricultural producers.	Public Works	Ongoing
Policy COES-2.3: Protect and enhance water quality.		

Action	Department	Timeframe
Action COES-2.3.1: Cooperate with the Monterey County Water Resources Agency, the State Water Resources Control Board and the Regional Water Quality Control Board to implement programs that address the causes of poor water quality in the planning area, including saltwater intrusion, nitrate contamination, and other sources of pollution.	Public Works	Ongoing
Action COES2.3.2: Enforce national (NPDES) requirements and participate in regional efforts to protect and enhance water quality.	Public Works	Ongoing
Action COES-2.3.3: Work with partners (Monterey County, Big Sur Land Trust, etc.) to enhance Carr Lake as a reclamation/flood control facility in addition to its other functions in addressing water quality, enhancing traffic/circulation, and creating recreational opportunities.	Public Works Community Development	Ongoing
Action COES-12.3.4: Promote public and private development to create green infrastructure that captures and infiltrates water.	Public Works Community Development	Ongoing
Goal COES-3: Encourage energy conservation and use of carbon-free energy sources.		
Policy COES-3.1: Apply standards and develop programs that promote energy conservation and a community-wide shift towards renewable energy.		
Action	Department	Timeframe

Action COES-3.1.1: Enforce State Title 24 building construction requirements.	Community Development	Ongoing
Action COES-3.1.2: Encourage land use arrangements and densities that facilitate the use of energy efficient public transit and locate or retain neighborhood-level services (e.g., family medical offices, dry cleaners, grocery stores, drug stores) throughout the City to reduce energy consumption through automobile use.	Community Development	Ongoing
Action COES-3.1.3: Work with energy suppliers and distributors (Central Coast Community Energy and Pacific Gas and Electric) to implement energy conservation programs and help inform the public of these programs.	Public Works	Ongoing
Action COES-3.1.4: Encourage buildings that are energy efficient and support sustainability and occupant health using green construction and design techniques, including passive house design, LEED and other certification systems, heat pumps, appliance electrification, solar energy, and other technologies, techniques and materials.	Community Development	Ongoing
Action COES-3.1.5: Support initiatives for equity in electrification and making electrification possible for all residents.	Community Development	Ongoing
Goal COES-4: Protect and enhance significant ecological and biological resources in the planning area.		
Policy COES-4.1: Identify, protect, and enhance creek corridors, river corridors, sloughs, wetlands, natural hillsides, and other potentially significant biological resources for their value in providing visual amenity, flood protection, habitat for wildlife and recreational opportunities.		
Action	Department	Timeframe

Action COES-4.1.1: Conserve significant ecological and biological resources by protecting sensitive areas from development and mitigating/minimizing impacts to the greatest extent feasible where development is permitted.	Community Development	Ongoing
Action COES-4.1.2: Locate and design water retention areas and preserve important urban wildlife habitat areas to contribute to the visual quality of the city's open space system.	Community Development Public Works	Medium
Action COES-4.1.3: Explore with Monterey County the potential for creation of a Gabilan Creek Regional Park and nature corridor extending along the creek from the urban edge to the headwaters in the Gabilan Mountains.	Library and Community Services Community Development	Medium
Action COES-4.1.4: Actively maintain creek corridors to ensure flood protection, water quality, and regulatory compliance with maintenance permits.	Community Development Public Works	Ongoing
Action COES-4.1.5: Support regenerative landscape practices and native habitat restoration projects (e.g. BSLT restoration project at Carr Lake).	Community Development Library and Community Services	Ongoing
Action COES-4.1.6: Coordinate with resource agencies to protect rare or endangered species of plants and animals.	Community Development	Ongoing
Policy COES-4.2: Identify, protect, and avoid special-status species, sensitive natural communities, and regulated wetlands and waters.		
Action	Department	Timeframe
Action COES-4.2.1: Update the City's Municipal Code to require a biological resource assessment as part of environmental review for proposed	Community Development	Short

development on sites with natural habitat conditions that may support special-status species, sensitive natural communities, or regulated wetlands and waters. The assessment shall be conducted by a qualified biologist to determine the presence or absence of any sensitive resources which could be affected by proposed development; shall provide an assessment of the potential impacts; and shall define measures for protecting the resource and surrounding buffer habitat, in compliance with City policy and State and federal laws. An assessment is not required for locations where past or existing development have eliminated natural habitat or the potential for the presence of sensitive biological resources and regulated waters.		
Policy COES-4.3: Identify, protect, and avoid disturbance of nests of native birds.		
Action	Department	Timeframe
Action COES-4.3.1: Update the City's Municipal Code to require that construction on development sites avoid nests of native birds when in active use to ensure compliance with the State Fish and Game Code and the federal Migratory Bird Treaty Act when construction is initiated on development sites. If initial vegetation removal and site disturbance cannot be restricted outside the nesting season (September 1 through January 31), a preconstruction survey for nesting birds shall be conducted by a qualified biologist during the bird nesting season (February 1 through August 31). Where an active nest is found on the site, an adequate setback shall be established around any nest of a native bird species when it is in active use until the young have fledged and are no longer dependent on the nest. The nest setback distance shall be defined by a qualified biological consultant with input from the California Department of Fish and Wildlife, with the setback zone fenced or flagged and all construction disturbance restricted from this zone until the qualified biologist has confirmed the nest is no longer in use.	Community Development	Short

Policy COES-4.4: Encourage landscaping with native and compatible non-native plant species, especially drought-resistant species, to improve habitat values for native wildlife, and encourage removal of invasive non-native plant species in open space and other natural habitats where they can pose a threat to natural habitat values.		
Action	Department	Timeframe
Action COES-4.4.1: Continue to implement the City's Water Efficient Landscape Ordinance regulations of the Municipal Code.	Community Development	Ongoing
Policy COES-4.5: Identify, preserve, and protect the significant agricultural resources within and surrounding Salinas, while minimizing conflicts between agricultural and urban uses.		
Action	Department	Timeframe
Action COES-4.5.1: Participate in programs that protect important agricultural resources and mitigate the conversion of lands designated outside City boundaries to nonagricultural uses.	Community Development	Ongoing
Action COES-4.5.2: Support public relations and education sessions between the agricultural industry, nonagricultural businesses, developers, and residents.	Community Development	Short
Action COES-4.5.3: Minimize conflicts between agricultural and urban uses through the use of buffer zones, roads, and other physical boundaries.	Community Development	Ongoing
Action COES-4.5.4: Work with agricultural stakeholders to manage the impact of agriculture-related activities on local infrastructure.	Community Development	Ongoing
Goal COES-5: Reduce the risk to the community from flooding, wildfire, seismic activity, geologic conditions, and other natural hazards.		
Policy COES-5.1: Encourage policies, programs, and measures to reduce the risk to the community from potential flooding, wildfire, and seismic activity.		
Action	Department	Timeframe

Action COES-5.1.1: Locate development outside flood-prone areas unless flood risk is mitigated without decreasing retention capacity.	Community Development Public Works	Ongoing
Action COES-5.1.2: Ensure the design of flood control systems in new development areas avoid increasing flood hazard elsewhere.	Community Development Public Works	Ongoing
Action COES-5.1.3: Maintain open areas needed to retain stormwater and prevent flooding of urban or agricultural land.	Community Development Public Works	Ongoing
Action COES-5.1.4: Provide stormwater retention capacity consistent with Reclamation Ditch capacity to avoid damage to urban development as a result of a 100-year flood.	Public Works	Ongoing
Action COES- 5.1.5: Increase the number of City staff trained to work at the County's Emergency Operations Center in the event of a flood or other natural disaster.	Fire	Short
Action COES-5.1.6: Ensure that all new development and reuse/revitalization projects are developed in accordance with the most recent Uniform Fire Code requirements.	Fire Community Development	Ongoing
Action COES-5.1.7: Increase fire prevention and disaster preparedness education.	Fire	Ongoing
Action COES-5.1.8: Seek funding for and implement seismic upgrades to critical municipal infrastructure.	Public Works	Ongoing

Action COES-5.1.9: Upgrade existing stormwater infrastructure to increase capacity and lifespan.	Public Works	Ongoing
Action COES-5.1.10: Work with Monterey County on implementation efforts related to the MJHMP and coordinated hazard planning and response.	Fire	Ongoing

Open Space		
Goal OS-1 Provide, develop, and maintain ample parks, urban community spaces, and recreational facilities that offer a variety of recreational activities.		
Policy OS-1.1: Develop and maintain a high-quality system of parks, plazas, and other facilities that provides adequate space and facilities for a variety of recreational opportunities conveniently accessible to all existing and future Salinas Residents.		
Action	Department/Org	Timeframe
Action OS-1.1.1: Consider formation of special districts, issuance of bonds and other means for financing and maintaining large urban parks, green infrastructure, and special facilities serving all of Salinas.	Library and Community Services	Long
Action OS-1.1.2: Require new residential development to provide land and/or fees to help achieve goal of a minimum of 3.0 acres per additional 1,000 population for developed public parklands for community or neighborhood parks.	Library and Community Services Community Development	Long
Action OS-1.1.3: Encourage development of private outdoor and indoor commercial recreational facilities (e.g., Carr Lake, Soccer Complex, etc.) to expand community recreational opportunities and to fill unmet needs.	Library and Community Services Community Development	Long
Action OS-1.1.4: Maximize the use of built and natural features to develop a citywide network of parks and open spaces with Carr	Library and Community Services	Long

Lake, Gabilan Creek and the Sherwood Park/Rodeo Grounds complex as essential elements of the open space network.	Community Development Public Works	
Action OS-1.1.5: Explore the feasibility of a downtown plaza per Downtown Vibrancy Plan recommendations or on other sites.	Library and Community Services Community Development	Long
Action OS-1.1.6: Encourage public plazas or privately-owned but publicly accessible spaces in the Mixed Use and Unique Place Type categories through partnerships, regulations, and incentives.	Library and Community Services Community Development	Medium
Policy OS 1.2: Promote equity and inclusion in new and existing parks and open spaces.		
Action OS-1.2.1: Plan park developments in cooperation with concerned public and private agencies and organizations, particularly school districts and neighborhood residents.	Library and Community Services Community Development	Long
Action OS-1.2.2: Prioritize new park development and improvements in underserved areas utilizing PRLMP assessment criteria	Library and Community Services	Long
Action OS-1.2.3: Promote diverse opportunities for gathering, wellness and exercise in City parks and other intergenerational gathering spaces.	Library and Community Services	Ongoing
Action OS-1.2.4: Promote linguistic access with bilingual signage (English/Spanish) and consider including additional languages where needed.	Library and Community Services Community Development	Short

Policy OS-1.3: Ensure parks and recreational spaces are accessible and promote active transportation.		
Action OS-1.3.1: Link activity centers, recreational opportunities, transit nodes and other services to integrated trails network.	Library and Community Services Community Development Public Works	Long
Action OS-1.3.2: Develop and maintain an integrated system of open-space corridors and trails along utility easements, power-transmission-line rights-of-way, the reclamation ditch, stream banks, drainage-ways, slopes, and other natural features	Library and Community Services Community Development Public Works	Long
Policy OS 1.4: Incorporate park design features that enhance the space and promote sustainability.		
Action OS-1.3.3: Consider the incorporation of sun and wind elements into park designs and existing public facilities.	Library and Community Services Community Development Public Works	Long
Action OS-1.3.4: Implement Active Transportation and Trail Master Plan and other documents encouraging green space (trees, bioswales, bioretention, etc.)	Library and Community Services Community Development Public Works	Long

Health and Environmental Justice Action Matrix
Goal HEJ- 1: Improve the quality of the built and natural environments to reduce health inequities caused by pollution and support a healthy community.

Policy HEJ-1.1: Protect the community from hazards related to air pollution, hazardous materials and other human activities by working with federal, state and county agencies.

Action	Department	Timeframe
Action HEJ-1.1.1: Continue to monitor regulations governing the use of pesticides and work with the County Agricultural Commission to better inform the community and promote the responsible use of pesticides.	Community Development Fire Department County Agricultural Commission	Ongoing
Action HEJ-1.1.2: Continue to work with the Monterey Bay Unified Air Pollution Control District (APCD) and the most recent Air Quality Management Plan to improve regional air quality.	Community Development APCD	Ongoing
Action HEJ-1.1.3: Continue to work with the Salinas Valley Solid Waste Authority to implement the Household Hazardous Waste and Small Business Hazardous Waste Programs.	County of Monterey Environmental Health Salinas Valley Solid Waste Authority	Ongoing
Action HEJ-1.1.4: Implement and enforce state/regional regulations to prevent hazardous materials and toxic air contaminants from negatively impacting sensitive land uses.	Community Development Fire Department	Ongoing

Policy: HEJ-1.2: Adopt land use practices that improve environmental quality and reduce community exposure to toxins and pollution.

Action	Department	Timeframe
Action HEJ-1.2.1: Seek funding for clean-up/remediation of City-owned land in anticipation of future development projects.	Community Development	Short
Action HEJ-1.2.2: Improve air quality through proper land use planning and development design that maintains and minimizes exposure to both direct and indirect emissions of air pollutants.	Community Development	Ongoing

Action HEJ-1.2.3: Implement measures to prevent the expansion of industrial uses in densely populated areas.	Community Development	Ongoing
Action HEJ-1.2.4: Implement Active Transportation Plan and other related initiatives to reduce emissions associated with automobile use.	Public Works Community Development	Short

Goal HEJ-2: Well-maintained and improved infrastructure and public facilities that equitably meet the needs of the community.		
Policy HEJ-2.1: Prioritize the creation of new infrastructure and upgrading existing infrastructure to enhance mobility and access to public facilities, particularly in underserved areas of the community.		
Action	Department	Timeframe
Action HEJ-2.1.1: Strive to create development patterns that allow the majority of residents be within one-half mile walking distance of a park, greenway/open space, public plaza or recreation center.	Community Development Public Works	Ongoing
Action HEJ-2.1.2: Include green infrastructure in City projects where feasible.	Community Development Public Works	Ongoing
Action HEJ-2.1.3: Expand trail networks for walking and cycling by implementing the Active Transportation and Master Trails Plans.	Public Works	Ongoing
Policy HEJ-2.2: Develop and maintain a network of public facilities to ensure all community members have access to a wide range of recreational, cultural and social opportunities.		
Action	Department	Timeframe

Action HEJ-2.2.1: Continue to prioritize facility improvements outlined in Parks, Rec and Libraries Master Plan.	Library and Community Services	Ongoing
Action HEJ-2.2.2: Ensure all facilities are well-maintained, clean, accessible, and considerate of the community's cultural diversity.	Library and Community Services	Ongoing

Goal HEJ-3: Ensure Salinas residents have equitable access to healthy, affordable and culturally relevant foods.		
Policy HEJ- 3.1: Support development projects, programs and initiatives aimed at reducing food insecurity and promoting healthy eating habits.		
Action	Department	Timeframe
Action HEJ-3.1.1: The City shall facilitate the development of healthy food retail establishments (including full-service grocery stores, farmer's markets, and smaller markets where a majority of the food is healthy) in underserved areas.	Community Development	Ongoing
Action HEJ-3.1.2: Increase healthy food and beverage options at city facilities, meetings and events.	City	Short
Action HEJ-3.1.3: Work with Blue Zones to strengthen and leverage partnerships with local hospitals, schools, non-profit organizations and local businesses to encourage healthy eating habits through information sharing and education.	City Local Partners & Organizations	Short

Action HEJ-3.1.4: Support local organizations and businesses by offering education on funding opportunities, such as the Healthy Refrigeration Program.	Community Development Local Organizations	Short
Policy HEJ-3.2: Promote and expand year-round access to sustainable, locally sourced, and culturally relevant food through urban agriculture initiatives and emergency food resources.		
Action	Department	Timeframe
Action HEJ-3.2.1: Work with Monterey Salinas Transit to facilitate access to farmer's markets.	City MST	Ongoing
Action HEJ-3.2.2: Continue to work with the Food Bank for Monterey County by facilitating food distributions at city facilities.	Library and Community Services Food Bank for Monterey County	Ongoing
Action HEJ-3.2.3: Collaborate with Everyone's Harvest, Salinas City Center Farmer's Market, and the Food Bank of Monterey County to establish Food Rx programs that connect low-income patients and their families with fresh fruits and vegetables.	City Food Bank for Monterey County & Farmer's Markets	Ongoing
Action HEJ- 3.2.4: Facilitate the development and management of community gardens prioritizing areas of high food insecurity.	Community Development Library and Community Services	Ongoing
Action HEJ- 3.2.5: Strengthen partnerships with schools to establish community gardens.	City Local School Districts	Ongoing

Goal HEJ-4: Ensure that low-income communities have access to safe and healthy shelter and housing.

Policy HEJ-4.1: Implement measures to eliminate health risks related to lead-based paint, mold and other contaminants in housing.

Action	Department/Org	Timeframe
HEJ-4.1.1: Create an educational campaign to inform the public about risks associated with lead-based paint, mold and other contaminants.	Community Development	Short
HEJ-4.1.2: Create a funding source to encourage and facilitate remediation to benefit low-income families primarily in environmental justice communities.	Community Development	Short
HEJ-4.1.3: The City shall inspect city-operated housing navigation centers for possible contaminants to ensure prompt remediation.	Community Development	Ongoing
Policy HEJ-4.2: Develop and implement policies and programs to prevent displacement and guarantee safe and stable living conditions		
Action	Department/Org	Timeframe
Action HEJ-4.2.1: Establish Just Cause Eviction and Anti-Harassment Ordinance.	Community Development City Attorney	Short
Action HEJ-4.2.2: Increase public education related to fire safety and prevention.	Community Development Fire Department	Ongoing
Action HEJ-4.2.3: Raise awareness of safety codes to address issues related to blight, overcrowding, and unpermitted plumbing and electrical work.	Community Development Fire Department	Ongoing
Action HEJ-4.2.4: Connect residents to funding sources for maintaining and improving housing, with a focus on older and substandard dwellings.	Community Development	Short

Action HEJ-4.2.5: Collaborate with Monterey County Health Department to share information related to health protocols and safety measures.	Community Development	Ongoing
	Library and Community Services	
	Fire Department	
	Monterey County Health Department	

Goal HEJ-5: Provide a diverse range of parks and recreational spaces, along with programming and support, to encourage and engage the community in physical activity.		
Policy HEJ-5.1: Maintain safe and accessible public spaces with amenities that facilitate exercise and encourage physical activities, promoting an active lifestyle across the community.		
Action	Department/Org	Timeframe
Action HEJ-5.1.1: Develop signage and 'how to' visuals in public parks to encourage and facilitate physical activity.	Community Development	Short
	Library and Community Services	
Action HEJ-5.1.2: Promote Adopt a Park and park clean-up programs through various partnerships and the AMOR Salinas movement.	Library and Community Services Administration	Ongoing
Action HEJ-5.1.3: Collaborate with neighborhood groups to assess park safety concerns.	Community Development	Ongoing
	Library and Community Services	
Action HEJ-5.1.4: Strengthen partnerships with public/private organizations to facilitate organized sports at parks.	Library and Community Services	Ongoing

	Local Organizations	
Action HEJ-5.1.5: Invest in exercise equipment for parks throughout the city, prioritizing the underserved areas.	Library and Community Services	Short
Policy HEJ-5.2: Provide inclusive intergenerational programming and activities that are considerate of diverse abilities and encourages safe physical activities for all participants.		
Action	Department/Org	Timeframe
Action HEJ-5.2.1: Continue to expand programming that encourages physical activity for seniors and persons with diverse abilities	Library and Community Services	Ongoing
Action HEJ-5.2.2: Encourage and facilitate opportunities for adult recreation in the evenings (i.e., adult leagues).	Library and Community Services	Long
Action HEJ-5.2.3: Work with schools to streamline the Joint Use Agreement process to expand the use of available recreation space.	Library and Community Services	Ongoing
Action HEJ-5.2.4: Identify the recreation needs of special user groups and address these in park and recreation facility development/improvements.	Community Development Library and Community Services	Ongoing
Action HEJ-5.2.5: In areas of high concentration of low-income families or where sufficient needs exist, consider assisting with the development of community facilities (e.g., youth and senior centers) to meet their special needs and provide space for necessary programs and activities.	Community Development Library and Community Services	Ongoing
Action HEJ-5.2.6: Work with community-based organization and other partners to encourage physical activity in the workplace.	Community Development Library and Community Services	Short

Goal HEJ-6: Foster robust and inclusive civic engagement and develop resident leaders dedicated to shaping the city's future.

Policy HEJ-6.1: Establish and maintain a welcoming environment that fosters effective civic engagement.

Action	Department/Org	Timeframe
Action HEJ-6.1.1: Provide community facilities that encourage and facilitate public participation and pride in the community, such as cultural and public gathering centers.	City	Ongoing
Action HEJ-6.1.2: Ensure that civic engagement is worthwhile by providing bilingual meeting materials, agendas and budget documents and by creating interactive activities that facilitate meaningful feedback.	City	Ongoing
Action HEJ-6.1.3: Hold community meetings at a reasonable hour, offer food options, interpretation and childcare when applicable.	City	Ongoing
Action HEJ-6.1.4: Work with various stakeholders to access barriers to participation, particularly those who are often left out of decision-making spaces (indigenous language speakers and others) and co-create strategies to address them.	City	Ongoing
Action HEJ-6.1.6: Use the Alisal Vibrancy Plan as an example to create community-led plans in other underserved parts of the city.	Community Development	Short

Policy HEJ-6.2: Build the capacity of resident leaders to actively participate in city and community decision-making processes.

Action	Department/Org	Timeframe
Action HEJ-6.2.1: Continue to develop resident leadership (adults and youth) through the expansion of the city-led Civic Academy.	Library and Community Services	Ongoing
Action HEJ-6.2.2: Support the development of cultural festivals and other resident led engagement activities by facilitating permitting process and providing in-kind services.	City	Ongoing
Action HEJ-6.2.3: Develop a membership analysis of committees and commissions to ensure equitable community representation.	City Manager	Short

Policy HEJ-6.3: Strengthen the capacity and sustainability of community-based organizations (CBOs) to support and develop resident leadership.		
Action	Department/Org	Timeframe
Action HEJ-6.3.1: Provide capacity-building training and technical assistance to community-based organizations to secure funding and develop new skills.	Community Development Library and Community Services	Ongoing
Action HEJ-6.3.2: Create opportunities for community-based organizations to support City projects.	City	Ongoing
Action HEJ-6.3.3: Continue to convene community-based organizations to effectively leverage resources.	Community Development Library and Community Services	Ongoing
Action HEJ-6.3.4: Facilitate the use of City facilities for community engagement efforts.	Library and Community Services	Ongoing

Goal HEJ-7: Enhance and support existing programs and create new initiatives and developments that address the needs of environmental justice communities and work to mitigate the impacts of historic disinvestment.		
Policy HEJ-7.1: Develop and implement a racial equity framework to guide the prioritization of projects and programs, ensuring that historically underserved and marginalized communities receive targeted investments and support.		
Action	Department/Org	Timeframe
Action HEJ-7.1.1: Develop a Racial Equity Impact Assessment (REIA) tool and an Equity Lens Checklist to identify disparities and support equitable prioritization and decision-making.	City Manager	Short
Action HEJ-7.1.2: Collaborate with community-based organizations and Salinas	City Manager	Short

residents to develop and formalize a racial equity tool.		
Action HEJ-7.1.3: Continue to hold racial equity trainings for City staff, elected officials and board/committee members.	City Manager	Ongoing
Policy HEJ-7.2: Ensure the ongoing provision of essential social services to stabilize and support the homeless population.		
Action	Department/Org	Timeframe
Action HEJ-7.2.1: Expand physical and mental health services, such as substance abuse counseling and rehabilitation services through an interdisciplinary team for individuals experiencing homelessness.	Community Development Monterey County Health Department	Ongoing
Action HEJ-7.2.3: Help improve access to bathrooms and personal hygiene supplies for individuals experiencing homelessness.	Community Development	Ongoing
Action HEJ-7.2.4: Work with Monterey County Behavioral Health and Department of Social Services to expand Emergency Motel Program.	Community Development Monterey County Health Department Department of Social Services	Ongoing
Action HEJ-7.2.5: Create a relocation assistance program for rapid rehousing that helps cover move-in costs (credit check, first month, deposit).	Community Development	Short
Policy HEJ-7.3: Implement strategies and programs aimed at reducing disparities in life expectancy and health outcomes among different racial, ethnic, and income groups, as well as LGBTQ+ communities.		
Action	Department/Org	Timeframe
Action HEJ-7.3.1: Work closely with the Monterey County Health Department to track trends and support targeted prevention and wellness programs throughout the life course.	Community Development Monterey County Health Department	Ongoing

Action HEJ-7.3.2: Support the expansion and access to culturally competent medical and mental health services.	City Monterey County Health Department	Ongoing
Action HEJ-7.3.3: Work with Monterey County and other stakeholders to create a mobile crisis unit that prioritizes mental health support.	City Monterey County	Ongoing
Action HEJ-7.3.4: Support programs that offer access to health services for undocumented workers.	Monterey County	Ongoing
Action HEJ-7.3.5: Foster relationships with Epicenter and other stakeholders to expand access to healthcare services for LGBTQ+ youth.	City Local Partners	Short
Action HEJ-7.3.6: Work with partner organizations to ensure health education campaigns are language inclusive and culturally appropriate.	City Local Partners	Short
Policy HEJ-7.4: Support early childhood development programs and expand access to high-quality childcare services primarily in environmental justice communities.		
Action	Department/Org	Timeframe
Action HEJ-7.4.1: Facilitate the development and legitimization of childcare facilities by streamlining the permitting process.	Community Development	Ongoing
Action HEJ-7.4.2: Collaborate with early childhood development organizations to provide educational workshops and materials to assist potential childcare providers to strengthen childcare services.	Community Development	Ongoing

Public Safety
Goal PS-1: Continue to play a central role in the creation and maintenance of a community that resolves its problems in non-violent ways.

Policy PS-1.1: Improve community safety and health through civic engagement and relationship building.		
Action	Department/Org	Timeframe
Action PS-1.1.1: Provide language inclusivity (including indigenous languages) to increase communication and connections with community members.	City	Ongoing
Action PS-1.1.2: Support and facilitate youth and resident led community events like National Night Out and Ciclovía with staff participation/engagement, streamlined permit process and funding, when appropriate.	City	Ongoing
Action PS-1.1.3: Continue to support CASP activities and find other opportunities to convene residents, community organizations, schools, and the County to improve the criminal justice system.	Police Administration Library and Community Services	Ongoing
Action PS-1.1.4: Work with community to establish practices/programs to help address disparities in underserved communities (racial equity framework).	City Manager Community Development	Short
Action PS-1.1.5: Encourage the creation of police sub-stations to facilitate community relations.	Police	Medium
Policy PS-1.2: Implement alternative policing methods, community policing strategies, youth programs, and public education initiatives focused on crime awareness to effectively reduce crime rates and enhance community safety.		
Action	Department/Org	Timeframe
Action PS-1.2.1: Promote neighborhood cohesion programs, and Neighborhood Watch programs to reduce the risk of criminal activity.	Police Library and Community Services	Ongoing
Action PS-1.2.2: Build partnerships with schools and support and facilitate youth	Fire	Short

programs and activities (e.g., Explorer Program, outreach positions for at-risk youth, etc.)	Police	
Action PS-1.2.3: Offer crime/violence prevention trainings/programs for parents and youth.	Police Library and Community Services	Short
Action PS-1.2.4: Continue to collaborate with regional partners to formalize the pilot mobile crisis unit, which currently prioritizes mental health support.	Police Fire	Short
Action PS-1.2.5: Work with Salinas Outreach and Response Team (SORT) to support engagement/communication with unhoused residents.	Community Development Fire Police	Ongoing
Action PS-1.2.6: Pursue ongoing application of Department of Justice report recommendations.	Police	Ongoing
Goal PS-2: Provide effective and responsive police and fire services to ensure a safe and vibrant community.		
Policy PS-2.1: Ensure Salinas' residents have effective and responsive fire, EMS, and police services.		
Action	Department/Org	Timeframe
Action PS-2.1.1: To address Fire staffing needs, the department will add response units during peak incident activity, increase the number of battalion chiefs per shift, plan for new facilities and staff in growth areas, explore opportunities to reduce response workload, address administrative and support staff needs, and re-establish the Deputy Fire Marshal position.	Fire	Short
Action PS-2.1.2: Offer mental health/emotional support services for fire/police officers.	Fire Police	Ongoing

Action PS-2.1.3: Encourage capacity building and trainings for staff.	Fire Police	Short
Action PS-2.1.4: Collaborate with all departments to ensure roads in future developments accommodate fire protection equipment and other emergency vehicles.	Community Development Fire Police Public Works	Long
Action PS-2.1.5: Update traffic signal pre-emption equipment to help improve response times.	Fire Police Public Works	Short
Action PS-2.1.6: Mitigate impacts of traffic calming measures on response times.	Fire Public Works	Ongoing
Policy PS-2.2: Improve facilities and access to equipment and technology.		
Action PS-2.2.1: Seek funding to modernize fire facilities to help improve work conditions and response times.	Fire	Long
Action PS- 2.2.2: Extend use of cameras at intersections and high traffic public spaces.	Police Public Works	Short
Action PS- 2.2.3: Seek funding opportunities to purchase new and improved fire/police equipment.	Fire Police	Ongoing
Action PS- 2.2.4: Leverage advancing technologies to decrease dispatch and overall response times.	Fire Police	Short
Policy PS-2.3: The Fire and Police Departments shall collaborate with other City departments and external agencies and organizations to improve the built environment and connect residents to essential services, fostering a safer and more accessible community.		

Action PS-2.3.1: Work with the Community Development Department to assist community members with housing/shelter needs.	Community Development Fire Police	Ongoing
Action PS-2.3.2: Work with Code Enforcement to help mitigate safety concerns due to overcrowding.	Community Development Fire Police	Ongoing
Action PS-2.3.3: Support Public Works with active transportation projects to ensure pedestrian and traffic safety.	Community Development Fire Police Public Works	Long
Action PS-2.3.4: Work with County of Monterey to connect residents with mental health, social, domestic violence support programs and other services.	Community Development Fire Police	Ongoing
Action PS-2.3.5: Build partnerships with outside agencies, and organizations, like the Red Cross, to provide fire prevention assistance to residents.	Fire	Short
Action PS-2.3.6: Work to improve the emergency communications and dispatch agreements with Monterey County and explore alternatives to current arrangements to contain costs and maintain/improve service levels.	Fire	Short
Action PS-2.3.7: Establish a business inspection program.	Community Development	Short

	Fire	
Action PS-2.3.8: Reduce reliance on mutual aid responses into the city from neighboring fire departments.	Fire	Long
Action PS-2.3.9: Explore partnerships and alternatives for the provision of ambulance transport within the City to; <ul style="list-style-type: none"> Assure availability of medical transport resources. Stabilize/reduce ambulance billing rates for residents. Provide critical capacity and redundancy during times of peak call-volume and local/regional disasters. 	Fire	Ongoing
Policy PS- 2.4: The Fire and Police Departments shall provide a range of services that support community education and address non-emergency situations.		
Action PS-2.4.1: Seek funding opportunities to support local schools with first aid and safety trainings/demonstrations.	Fire Police Library and Community Services	Ongoing
Action PS-2.4.2: Continue to promote Safe Zone Exchange and work with community to identify additional programmatic needs.	Police	Ongoing
Action PS-2.4.3: Increase public education and messaging related to community risk reduction, home fire safety/prevention and safe zones.	Community Development Fire	Ongoing
Action PS-2.4.4: Promote the use of the Salinas Police Department anonymous tip line.	Police	Ongoing
Goal PS-3: To create a safer community by implementing design techniques in existing spaces, new developments, and reuse or revitalization projects.		
Policy PS-3.1: Promote the use of Crime Prevention through Environmental Design techniques/strategies in both public and private projects.		

Action PS-3.1.1: Encourage physical features that improve building visibility, as well as well-marked entrances and exits, proper lighting, and landscape design to improve or limit access to certain areas.	Community Development	Ongoing
Action PS-3.1.2: Create welcoming and accessible community spaces with both safety and design features (e.g., signage, public art, large planters/boulders to discourage vehicles, etc.)	Community Development Public Works	Long
Action PS-3.1.3: Support repair and general upkeep of neighborhoods, debris, trash and graffiti removal, and street, lighting and sidewalk repairs.	City	Ongoing
Policy PS-3.2: The City shall cultivate a safe and clean neighborhood environment, ensuring that residents, employees, and visitors feel comfortable and secure at all times.		
Action PS-3.2.1: Maintain clean streets, sidewalks, and public spaces.	City	Ongoing
Action PS-3.2.2: Improve lighting in public spaces.	Library and Community Services Public Works	Ongoing
Action PS-3.2.3: Install infrastructure improvements that increase pedestrian and traffic safety.	Public Works	Long

Arts, Culture & Youth		
Goal ACY-1: Support the recreational, educational, and social needs of residents through new and existing community facilities.		
Policy ACY-1.1: Maintain and continue to develop a high-quality library system.		
Action	Department	Timeframe
Action ACY-1.1.1 - Provide library services and facilities that fulfil the requirements of the Library Plan of Service, the Salinas Public Library Mission, the State of California	Library and Community Services	Ongoing

guidelines for library facilities, and the Library Commission's recommended standards.		
Action ACY-1.1.2: Improve the library system by building one new branch library in the Future Growth Area and by expanding current library facilities, with interim expansion of service achieved through alternative means such as bookmobiles, portable buildings, and joint-use facilities.	Library and Community Services	Long
Action ACY-1.1.3: Increase funding for programming that improves educational outcomes outside of school, such as library homework centers.	Library and Community Services	Long
Action ACY-1.1.4: Increase language accessibility in programming and services.	Library and Community Services	Short
Policy ACY-1.2: As the City grows, routinely assess the need for additional multigenerational recreational facilities and ensure diverse and rich programming/services.		
Action	Department/Org	Timeframe
Action ACY-1.2.1: Develop new and rehabilitate existing recreational facilities, following PRLMP recommendations, to house vital recreation and enrichment programming.	Library and Community Services	Long
Action ACY-1.2.2: Increase use of recreational facilities and programming by removing barriers to participation such as transportation.	Library and Community Services	Ongoing
Action ACY-1.2.3: Work with Monterey Salinas Transit to provide transit routes to serve new recreational and institutional facilities, and to create youth/student pass program.	Library and Community Services	Long
Goal ACY-2: Promote public art, culture, and creative expression in a manner that fosters community pride.		
Policy ACY-2.1: Support local artists and community groups in the development and maintenance of public art projects and events.		
Action	Department/Org	Timeframe

Action ACY-2.1.1: Offer training opportunities and capacity building for local artists to apply for competitive grants.	Community Development Library and Community Services	Short
Action ACY-2.1.2: Provide resources, such as workspace and funding, to allow artists showcase art, and live and work in Salinas.	Community Development Library and Community Services	Long
Action ACY-2.1.3: Work with local artists, Public Art Commission, and art interest groups to expand/maintain murals and public art throughout the City.	Community Development Library and Community Services	Long
Action ACY-2.1.4: Encourage partnerships with art organizations and local schools to create programming for local artists to expand art mediums and gain a competitive edge.	Library and Community Services	Short
Action ACY-2.1.5: Work with public and private agencies/organizations to facilitate projects and work with interested parties on their development.	Community Development Library and Community Services	Long
Action ACY-2.1.6: Work with community partners to expand community schools' culture and arts curriculum.	Library and Community Services	Ongoing
Action ACY- 2.1.7: Support local community groups in the development and execution of culturally responsive community activities/events with in-kind services and a streamlined permitting process.	Community Development Library and Community Services	Ongoing
Policy ACY- 2.2: Promote and preserve the diverse culture, art, identity, and history of Salinas' unique neighborhoods through context and place-sensitive design.		

Action	Department/Org	Timeframe
Action ACY-2.2.1: Establish arts and culture districts throughout the City with assistance from the Public Art Commission.	Community Development Library and Community Services	Long
Action ACY-2.2.2: Seek funding opportunities for the development and execution of a historic building/events audit/assessments through the recommendations of the Historic Resources Board.	Community Development Library and Community Services	Medium
Action ACY-2.2.3: Support restoration projects aimed at protecting valuable historic buildings and community spaces.	Community Development Library and Community Services	Long
Action ACY-2.2.4: Explore digital options, as well as static mediums (QR codes and info plaques on existing public art/historic spaces), to create interactive mapping to showcase historic landmarks, buildings, events and public art.	Community Development Library and Community Services	Short
Action ACY- 2.2.5: Create partnerships with schools to expand story telling with visuals.	Library and Community Services	Short
Action ACY-2.2.6: Work to re-establish and promote new City-led preservation projects.	Community Development Library and Community Services	Long
Goal ACY-3: Support Youth Leadership and Development.		
Policy ACY-3.1: Promote healthy youth development through intentional investment in support and resources.		
Action	Department/Org	Timeframe

Action ACY-3.1.1: Work with local school districts and other educational organizations to promote youth leadership development and mentorship programs.	Library and Community Services	Ongoing
Action ACY- 3.1.2: Support the development and operation of community centers and recreation facilities as a pre-emptive strategy to reduce youth related crime, substance abuse and bullying.	Library and Community Services	Long
Action ACY- 3.1.3: Increase partnerships with school districts and community-based organizations to offer a range of personal and professional no-cost programming (music, dance, poetry, etc.) and internship opportunities for youth (social media).	Library and Community Services Administration	Ongoing
Action ACY- 3.1.4: Promote and formalize youth participation in City and community decision-making by re-establishing the Youth Commission.	Administration	Short
Action ACY- 3.1.5: Work with community-based organizations and Monterey Health Department to help support outreach, including at risk and homeless youth and create a more centralized system for family resources.	Community Development Library and Community Services	Short
Action ACY- 3.1.6: Foster and develop partnerships with community-based organizations and schools to encourage physical activity and civic engagement/programs.	Community Development Library and Community Services	Short