

Appendix E – ANRSA Designation

Alisal Neighborhood Revitalization Strategy Area (ANRSA) designation documents to start on next page.

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Alisal Neighborhood Revitalization Strategy Area (ANRSA)

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City of Salinas
Community Development Department
June 2025

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Alisal Neighborhood Revitalization Strategy Area

Alisal Vibrancy Plan – Planning Context

Since 2013, residents and community organizers have advocated for a community-driven plan focused on East Salinas. The purpose of the plan is to communicate the collective vision of those who live and work in the Alisal and implement community-created solutions for strengthening its neighborhoods. The Alisal Vibrancy Plan encompasses the geographic boundaries of the Alisal Neighborhood Revitalization Strategy Area (described below) plus the Alisal Market Place. The Alisal Vibrancy Plan is an opportunity to improve the quality of life for East Salinas families by creating a more vibrant, equitable and healthy community in a way that builds upon the social and cultural wealth of the Alisal.

The Alisal Vibrancy Plan is an action-oriented and comprehensive strategy for East Salinas, led by the community in close collaboration with the City of Salinas (City). This plan is a first of its kind undertaking between the City and the residents of East Salinas. Through the plan, the Alisal community envisions a thriving, safe and sustainable future, and strategies for getting there. Community participation and empowerment is critical to ensure the plan is responsive to the Alisal's current and future needs.

Since inception of the Vibrancy Plan, the City has been diligently implementing actions in the plan and documenting its progress. A budget of \$4.5 million has been allocated (as of June 30, 2023) as follows:

- Appearance - \$1,390,340
- Cleanliness - \$400,000
- Safety/Infrastructure - \$500,000
- Parks and Open Space - \$1,800,000
- Economic Development - \$325,000
- Unprogrammed - \$34,660

Progress of various projects is documented at a public dashboard:

<https://performance.envisio.com/dashboard/cityofsalinasAVP>

Alisal Neighborhood Revitalization Strategy Area

The Alisal Neighborhood Revitalization Strategy Area (ANRSA) is one of the tools to implement the Alisal Vibrancy Plan. The ANRSA is updated every five year and was last updated in 2020 to improve safety, economic, and housing conditions for residents in the Alisal area of Salinas. This ANRSA represents the City of Salinas' formal request to the U.S. Department of Housing and Urban

Development (HUD) to renew the existing NRSA, allowing the City to utilize HUD Community Planning and Development funds within the neighborhood.

Why a Neighborhood Revitalization Strategy Area (NRSA)?

Under the Community Development Block Grant (CDBG) program, HUD offers a special tool to deliver focused revitalization activities through the Neighborhood Revitalization Strategy Area (NRSA) regulations. Typically, expenditure of CDBG funds must meet strict eligibility and recordkeeping requirements. Communities with approved NRSAs are offered enhanced flexibility in undertaking economic development, housing, and public service activities with CDBG funds within the NRSAs. This flexibility is designed to promote innovative programs in economically disadvantaged areas of the community.

Areas of Enhanced Regulatory Flexibility

A key flexibility offered by the NRSA designation is the ability to qualify activities for CDBG funds using area-wide benefit. Specifically:

- The City may classify job creation or retention efforts focused on the targeted neighborhood as meeting the Low and Moderate Income (LMI) Area benefit national objective requirements.
 - Businesses that receive such assistance need not track the specific income of newly hired employees to demonstrate LMI benefit.
 - This provision reduces the administrative burden to the business and is intended to provide an incentive to businesses to participate in the community's job creation/retention programs.
- The City is allowed to aggregate housing units for which CDBG funds were obligated during each program year and treat them as a single structure.
 - At least 51 percent of total number of units must be occupied by LMI households. This permits greater flexibility in applying the LMI housing national objective criteria for the housing category, instead of qualifying on a per unit basis.
 - For example, households with incomes slightly above the LMI level may also qualify for rehabilitation assistance to fix up their homes.
 - However, homeownership assistance must only be provided to households that meet the LMI limits.
- Economic development activities carried out in the NRSA may be excluded from the "aggregate public benefit" standards.¹ This reduces recordkeeping requirements. This affords greater flexibility in selecting and implementing economic development activities and reduces the amount and scope of information that must be collected and documented.

¹ Public Benefit standards: The CDBG authorizing statute requires that activities qualifying under particular categories of eligibility must meet standards of Public Benefit established by HUD in regulations. Specifically, it requires that an activity carried out under the category of economic development must meet the standards of Public Benefit set forth in 24 CFR 570.482(f). In general, for every \$35,000 in CDBG funds expended on economic development activities, at least one full-time equivalent job must be created or retained.

- All public services offered within the NRSA and carried out as part of qualified projects under the NRSA by a Community-Based Development Organization (CBDO) are exempt from the Citywide 15-percent public services “cap.” This permits the City to offer a more intensive level of services with the targeted neighborhood, as needed to stimulate revitalization. This flexibility includes job training and other employment related services and as such, it can provide an important foundation for economic opportunity for neighborhood residents.

What Area is Qualified as a NRSA?

In order to be designated as a NRSA, the targeted neighborhood must be a contiguous area and primarily residential. The area must also contain at least 51 percent of low and moderate income (LMI) households.

Why Update the Alisal NRSA?

The NRSA is required by HUD to be updated at least every five years to reconfirm eligibility, reflect the changing needs of the neighborhood, and to update the community’s strategy and priorities for the area and to adjust the boundaries if necessary and appropriate.

ANRSA Geographic Area

The Alisal neighborhood is located in the heart of Salinas, the county seat and largest municipality in Monterey County. The specific boundaries for the ANRSA (Figure 1) were last updated in 2015 and covers approximately 2.6 square miles, or about 11 percent of the whole City. With the boundary adjustments of the 2020 Census, the ANRSA includes all or portions of the following contiguous Census tracts and block groups. These are:

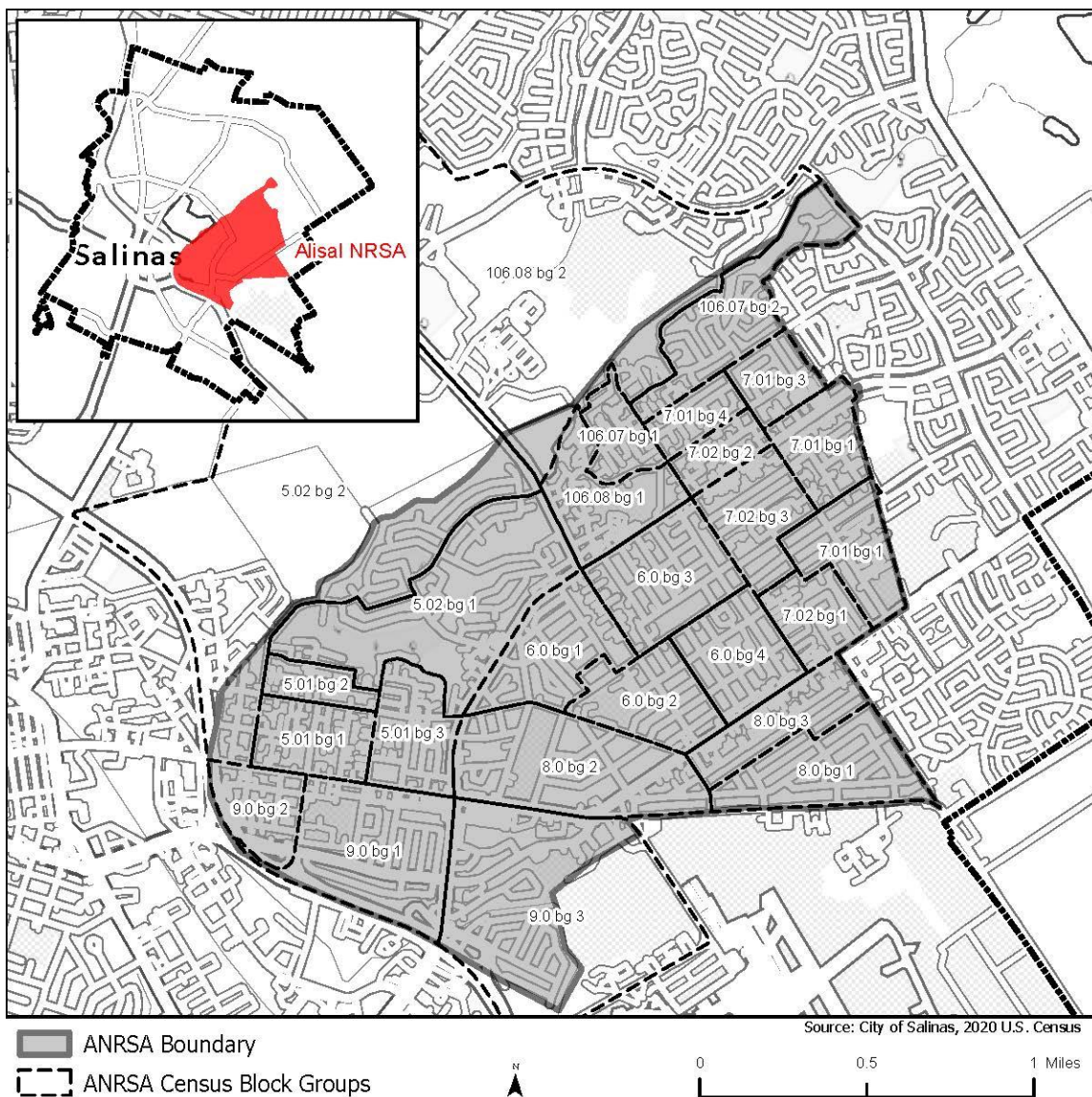
- Census tract 5.01 block groups 1, 2, and 3
- Census tract 5.02 block groups 1 and 2
- Census tract 6 block groups 1, 2, 3, and 4
- Census tract 7.01 block groups 1, 2, and 3
- Census tract 7.02 block groups 1, 2, 3 and 4
- Census tract 8 block groups 1, 2, and 3
- Census tract 9 block groups 1, 2, and 3
- Census tract 106.07 block groups 1 and 2
- Census tract 106.08 block groups 1 and 2

Because the 2020 Census has redrawn some boundaries and census tract and block group boundaries do not necessarily follow any neighborhood delineating features or streets, this list of tracts and block groups comprise a geographic area that is larger than the ANRSA in order to capture the population that partially falls within the ANRSA boundaries.

The ANRSA, located just east of Highway 101, is predominately residential, most of which is lower-density residential. Medium-density residential uses are located in the northeastern and southeastern portions of the ANRSA. Higher density uses are located in these areas, as well as along the major

corridors such as East Market Street and East Alisal Street, along with Williams Road, Sanborn Road, and East Laurel Drive.

Figure 1: ANRSA Location



Neighborhood Profile

General Overview

Examination of demographic characteristics provides some insight regarding the needs in a community. The ANRSA includes some of the most distressed residential neighborhoods in the city and qualifies as a NRSA based on the high percentage of low to moderate income (LMI) residents. The ANRSA faces challenges such as inadequate public infrastructure, high levels of unemployment, high levels of poverty, and violent criminal activity. The demographic profile highlights the disparity between ANRSA and the City as a whole. This profile relies heavily on data from the U.S. Census Bureau 2019-2023 5-Year American Community Survey (ACS). ACS estimates reflect data that have been collected over a period of time rather than for a single point in time as in the decennial census, which is conducted every 10 years.

Specific findings included in this profile are highlighted below.

- The ANRSA had a much higher proportion of large households compared with the City.
- Median household income and per capita income in most block groups was lower than the Citywide figures.
- Within the ANRSA, about 23 percent of all households are living in poverty, a higher proportion than the City (14 percent).
- About half of ANRSA residents work in low paying industries.
- There is a higher proportion of renter-households in the ANRSA (68 percent) compared with the City as a whole (53 percent).
- The ANRSA's housing stock is older with 83 percent built in or before 1989 (35 or more years old) and 71 percent of the housing stock built in or before 1979 (45 or more years old).
- In the ANRSA, there is a higher incidence of severe cost burden among renters compared to all City renter-household. However, among homeowners, the incidence of cost burden is higher citywide than in the ANRSA.
- Overcrowding is significantly more prevalent in the ANRSA compared with the City as a whole. In fact, overcrowding in the ANRSA is more than twice the level of overcrowding seen citywide. The discrepancy is even more pronounced for severe overcrowding.
- Nineteen of the 22 housing complexes owned and administered by the Housing Authority of the County of Monterey (HACM) are located within the ANRSA. These properties provide project-based rent assistance to low-income households.

Low- and Moderate-Income Areas

HUD CPD Notice 96-01 indicates that the NRSA must be primarily residential and contain a percentage of low- and moderate-income residents that is equal to the "upper quartile percentage" or 70 percent, whichever is less but, in any event, not less than 51 percent. 2020 HUD LMI data (based on 2016-2020 ACS) indicates that the area is made up of 78.3 percent low- and moderate-income residents (compared with the overall average of 57.7 percent for the City of Salinas), which exceeds the low- to moderate-income requirements of HUD CPD Notice 96-01. The LMI population by block group for the ANRSA is shown in Figure 2 and Table 1.

Figure 2: Low- and Moderate-Income Areas (2020)

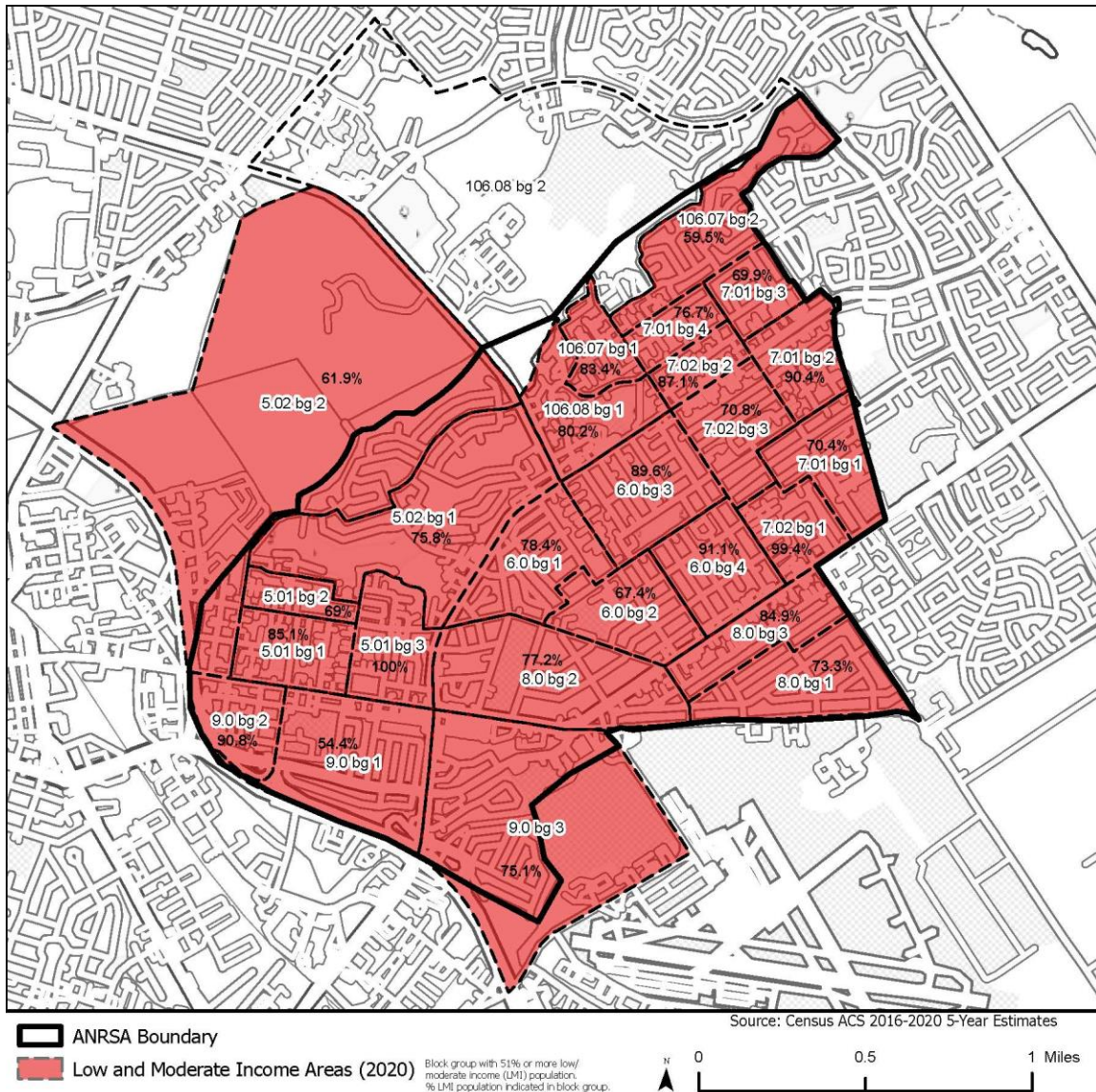


Table 1: Income Characteristics (2020-2023)

Block Group	Low and Moderate Income (LMI) Population HUD (2016-2020)	Total Population HUD (2016-2020)	% LMI Population HUD (2016-2020)	Median Household Income 2019-2023	Median Per Capita Income 2019-2023
Census Tract 5.01, BG 1	1,540	1,810	85.1%	\$41,941	\$9,954
Census Tract 5.01, BG 2	780	1,130	69.0%	\$94,223	\$18,602
Census Tract 5.01, BG 3	1,785	1,785	100.0%	\$48,458	15370
Census Tract 5.02, BG 1	1,755	2,315	75.8%	\$53,021	\$17,246
Census Tract 5.02, BG 2	1,340	2,165	61.9%	\$80,708	\$23,442
Census Tract 6, BG 1	2,110	2,690	78.4%	\$71,281	\$14,758
Census Tract 6, BG 2	445	660	67.4%	\$61,554	\$23,473
Census Tract 6, BG 3	1,770	1,975	89.6%	\$54,464	\$15,252
Census Tract 6, BG 4	1,640	1,800	91.1%	NA	\$12,002
Census Tract 7.01, BG 1	1,080	1,535	70.4%	\$74,914	\$20,399
Census Tract 7.01, BG 2	1,560	1,725	90.4%	\$58,932	\$10,669
Census Tract 7.01, BG 3	615	880	69.9%	\$70,735	\$13,276
Census Tract 7.01, BG 4	890	1160	76.7%	\$56,964	29157
Census Tract 7.02, BG 1	1,570	1,580	99.4%	\$66,761	\$14,760
Census Tract 7.02, BG 2	2,265	2,600	87.1%	\$93,125	\$17,621
Census Tract 7.02, BG 3	1,395	1,970	70.8%	\$69,797	\$18,095
Census Tract 8, BG 1	1,540	2,100	73.3%	\$92,976	\$19,260
Census Tract 8, BG 2	1,495	1,935	77.2%	\$90,490	\$20,636
Census Tract 8, BG 3	1,410	1,660	84.9%	\$40,165	\$11,431
Census Tract 9, BG 1	645	1,185	54.4%	\$101,593	\$22,541
Census Tract 9, BG 2	1,525	1,680	90.8%	\$71,711	\$15,748
Census Tract 9, BG 3	2,160	2,875	75.1%	\$59,643	\$17,454
Census Tract 106.07, BG 1	1,840	2,205	83.4%	\$78,625	\$14,912
Census Tract 106.07, BG 2	1,285	2,160	59.5%	\$83,542	\$21,642
Census Tract 106.08, BG 1	1,415	1,765	80.2%	\$101,548	18512
Census Tract 106.08, BG 2	560	1,145	48.9%	\$149,107	\$31,333
Total NRSA	36,415	46,490	78.3%		
Total City of Salinas	90,965	157,530	57.7%	\$80,580	\$27,492

Source: U.S Department of Housing and Urban Development (HUD), 2016-2020. American Community Survey, 2019-2023 Five-Year Estimates

Population Profile

Population Growth

Census ACS 2019-2023 5-Year Estimates data shows that there are just below 50,000 persons living in the ANRSA. According to the Census, Salinas' population grew 1.7 percent between 2017 and 2023. However, the population increase in the ANRSA area was probably a result of the Census boundary changes. A disproportionate number of low- and moderate-income residents live in the ANRSA. While ANRSA residents make up 31 percent of the City's population, they represent 41 percent of the City's low- and moderate-income residents.

Table 2: Population Growth (2000-2023)

Year	City of Salinas		ANRSA	
	Population	% Change	Population	% Change
2000	142,685	--	51,222	--
2010	150,441	5.4%	46,736	-8.8%
2017	156,811	4.2%	45,010	-3.7%
2023	159,521	1.7%	49,659	10.2%

Note: Census block groups for the Alisal NRSA do not correspond exactly to the NRSA boundary.

Source: Bureau of the Census, 2000 and 2010, ACS 2013-2017, and 2019-2023 5-Year Estimates.

Age Composition

ANRSA residents tend to be younger than residents citywide. In 2023, 75 percent of the area's residents were under 45 years of age (compared with 68 percent citywide). Conversely, the ANRSA has a lower proportion of older residents (over 55 years of age).

Table 3: Age Distribution (2010-2023)

Age Group	2010		2023	
	City of Salinas	ANRSA	City of Salinas	ANRSA
0 - 4 Years	9.5%	11.9%	7.3%	8.4%
5 - 17 Years	21.8%	23.9%	22.7%	27.2%
18 - 24 Years	12.0%	13.8%	11.0%	11.3%
25 - 44 Years	29.9%	31.8%	27.3%	28.1%
45 - 54 Years	11.5%	8.7%	11.2%	11.0%
55 - 64 Years	7.8%	5.4%	10.3%	7.1%
65+	7.5%	4.5%	10.4%	6.9%
Total	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.

Race and Ethnicity

Similar to the City, Alisal residents are predominately Hispanic. While 80 percent of the City's population is Hispanic, almost all (96 percent) of Alisal residents are Hispanic. The most striking difference between the racial and ethnic makeup of the City and the ANRSA is among White and Asian residents (Table 4).

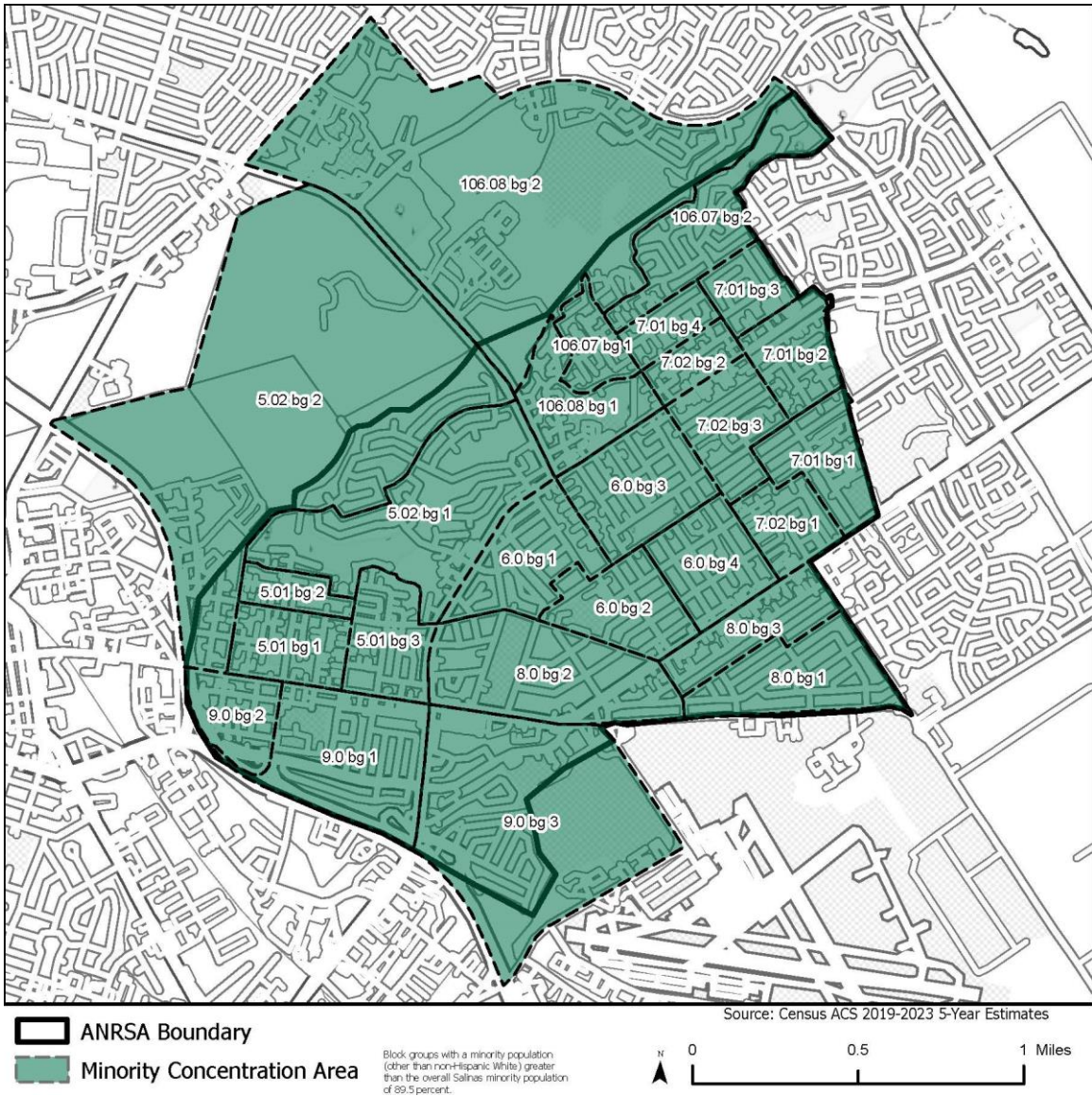
Table 4: Race/Ethnicity (2010-2023)

Race/Ethnicity	2010		2023	
	City of Salinas	ANRSA	City of Salinas	ANRSA
Non-Hispanic White	15.5%	3.0%	11.5%	2.2%
Black or African American	1.6%	0.3%	1.1%	0.5%
Hispanic or Latino	75.0%	95.1%	80.3%	95.6%
American Indian or Alaska Native	0.3%	0.1%	0.1%	0.1%
Asian/Pacific Islander	6.0%	0.9%	5.4%	1.2%
Other	0.1%	0.2%	0.2%	0.1%
Two or more races	1.5%	0.3%	1.4%	0.4%
Total Population	100.0%	100.0%	100.0%	100.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.

Figure 3 shows concentrations of minority households by Census block group in the ANRSA. A "concentration" is defined as a block group whose proportion of minority households is greater than the overall Salinas 2023 minority average of 89.5 percent. As shown on Figure 3, all block groups in the ANRSA have a minority population greater than 89.5 percent.

Figure 3: Minority Concentration Areas (2023)



Household Type and Size

Different household types generally have different housing needs. In the ANRSA in 2023, households are predominantly families (90 percent), a higher proportion than the City as a whole (Table 5). Families with children account for close to 64 percent of all households in the area. In 2023 proportionally, there was less than half seniors living alone in the ANRSA (3.4 percent) compared with all City households (7.7 percent). Close to 23 percent of households in the NRSA have at least one elderly member (65+ years). In the ANRSA, the proportion of households with an elderly member and seniors living alone has increased since 2010. This expansion of the size of the older population is a trend seen nationwide. Single-parent households often require special consideration and assistance as a result of their greater need for affordable housing, as well as accessible day care, health care, and other supportive services. In the ANRSA, 32 percent of families with children were headed by single parents (most of which were headed by female householders). Between 2010 and 2023 the proportion of female headed households with children increased by ten percentage points while the proportion of married families with children decreased by 15 points.

Table 5: Household Type (2010-2023)

Household Type	2010		2023	
	ANRSA	City of Salinas	ANRSA	City of Salinas
Families	89.0%	78.0%	89.9%	78.3%
Families with Children	69.7%	46.0%	64.2%	46.7%
Married Families with Children	47.0%	31.5%	31.9%	27.4%
Male Headed Families with Children	8.5%	4.5%	8.7%	6.5%
Female Headed Families with Children	14.2%	10.1%	23.5%	12.9%
Non-Family Households	11.0%	22.0%	9.6%	21.1%
Senior Living Alone	3.9%	6.4%	3.4%	7.7%
Households with Elderly (65+ years) Members	17.3%	20.4%	22.8%	27.0%

Source: Bureau of the Census, 2010, ACS 2019-2023 5-Year Estimates.

A significantly higher proportion of households in the ANRSA include five or more members (48 percent) compared with the City (30 percent). The proportion of large households is also higher among renter-households than owner-households. Households with five or more members are considered large households. These households are usually families with two or more children or families with extended family members such as in-laws or grandparents. It can also include multiple families living in one housing unit in order to save on housing costs. Large households face more limited housing options as adequately sized, affordable housing units are often limited. To save for necessities such as food, clothing, and medical care, lower- and moderate-income large households may reside in smaller units, resulting in overcrowding. Many of these issues are exacerbated for renter households. Compared with households citywide, there were a significantly larger proportion of renter households with five or more members.

Table 6: Household Size (2023)

HH Size	ANRSA			City of Salinas		
	Owner-Occupied HHs	Renter-Occupied HHs	All HHs	Owner-Occupied HHs	Renter-Occupied HHs	All HHs
1 - 2 Person HHs	24.1%	16.5%	18.9%	41.6%	33.9%	37.5%
3 - 4 Person HHs	34.2%	33.0%	33.4%	32.8%	33.0%	32.9%
5+ Person HHs	40.7%	50.5%	47.7%	25.6%	33.2%	29.6%

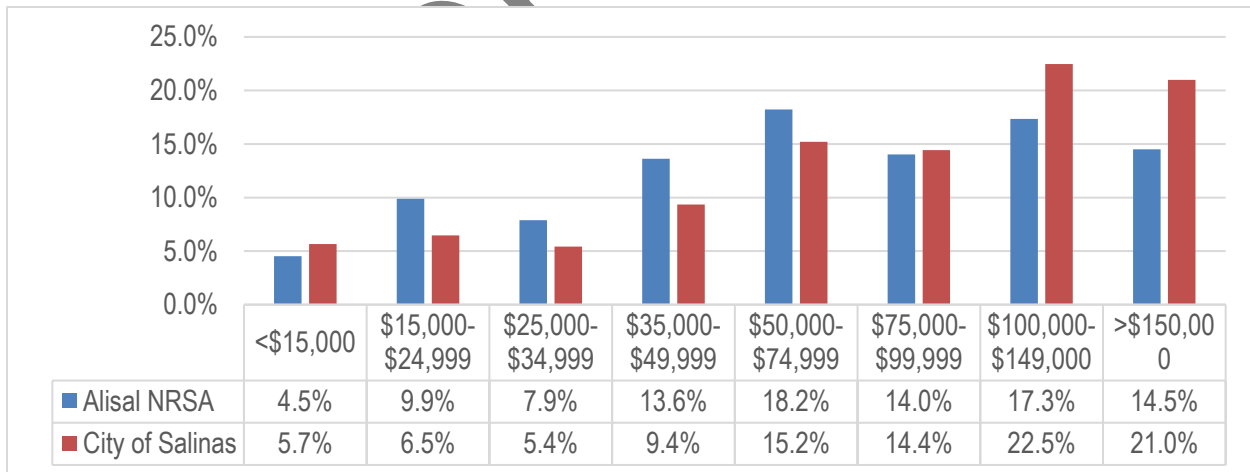
Source: Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Income and Labor Force Profile

Income Distribution

The City's median income as shown in the ACS 2019-2023 5-Year Estimates was (\$80,580). More than half of the block groups within the Alisal NRSA had a lower median household income than the City. Among the ANRSA block groups, 36 percent had medium household incomes under \$50,000. Median income in the ANRSA ranged from a low of \$40,165 (tract 8.00 block group 3) to a high of \$149,107 (tract 106.08 block group 2) (Table 1). Per capita income in all but one of the block groups was lower than the City median per capita income of \$27,492 (Table 1).

Figure 4 shows that the distribution of income in the ANRSA is skewed toward the lower end. The ANRSA has a higher proportion of households earning under \$75,000 and a lower proportion of households earning over \$75,000. Median household citywide was approximately \$80,580.

Figure 4: Income Distribution (2023)

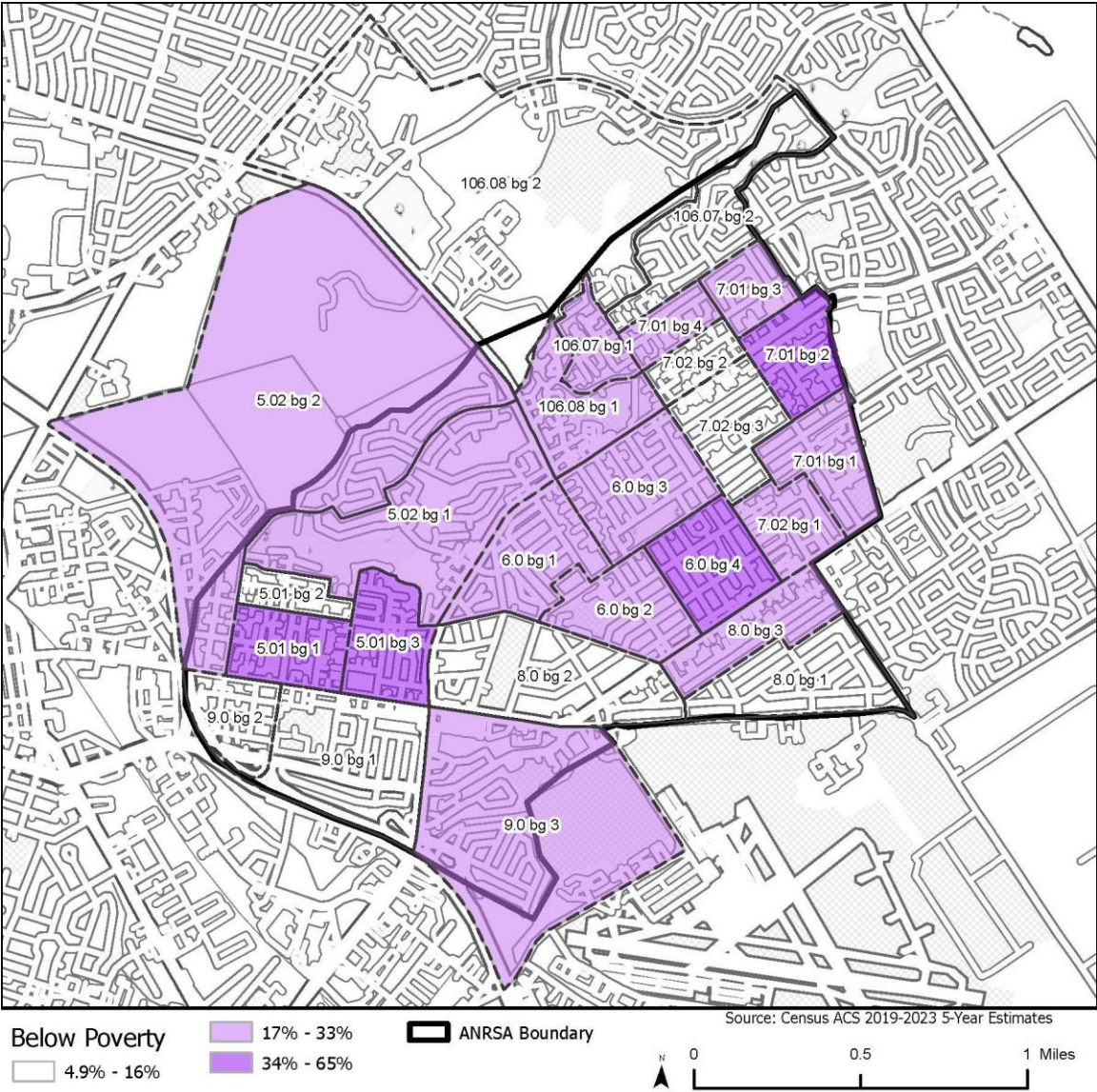
Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Poverty

In Salinas, 13.9 percent of households were found to be living below the poverty level (according to 2019-2023 ACS data). In the ANRSA 22.6 percent of all households were living in poverty. Several neighborhoods within the ANRSA had proportions of households living in poverty that were more than twice the proportion citywide (13.9 percent). Identifying concentrations of poverty is important as research indicates that this concentration of poverty can result in higher crime rates, underperforming public schools, poor housing and health conditions, as well as limited access to private services and job opportunities. The consequences of poverty are particularly harmful to children. Children who grow up in densely poor neighborhoods and attend low-income schools face many barriers to academic and occupational achievement.

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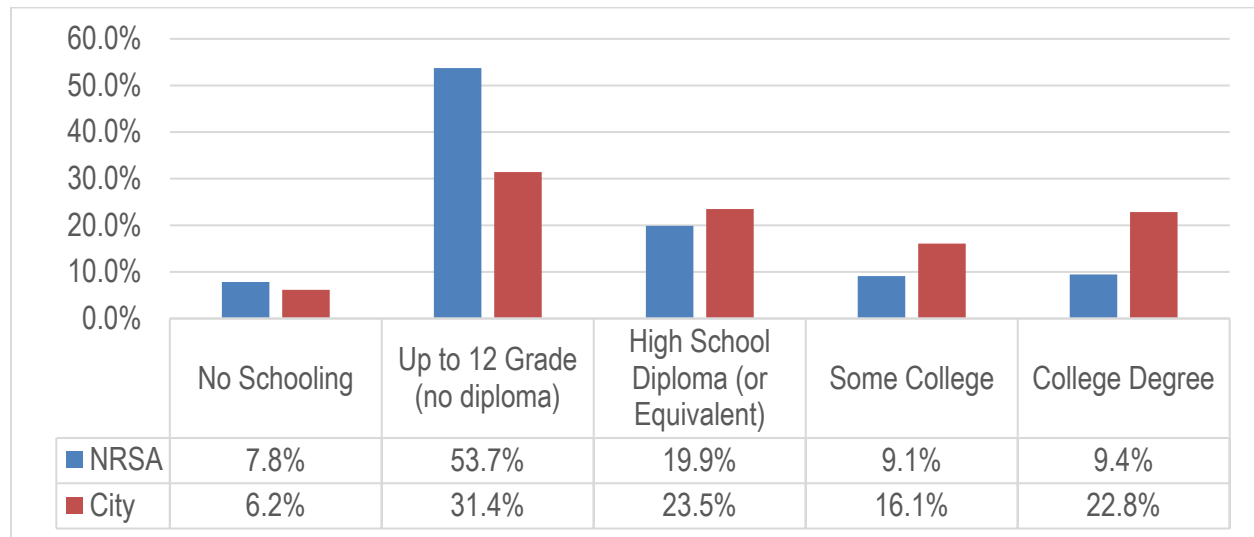
Figure 5: Poverty Concentration (2023)



Educational Attainment

Low educational attainment may be a key contributor to low earnings for residents in the ANRSA. Figure 6 shows that in the ANRSA, more than 60 percent of residents (over the age of 25) have less than a high school degree. This proportion is very high in comparison with residents citywide (38 percent with less than a high school degree). The proportion of residents with college degrees in the ANRSA is just 41 percent of the City level.

Figure 6: Educational Attainment (2023)



Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Employment

Table 7 shows the distribution of employment among different industries and median earnings for the City and the ANRSA. The City has become less reliant on agricultural jobs for employment. Just about one-third of employed residents within the ANRSA work in the agriculture industry (which also includes forestry, fishing and hunting, and mining). A little above ten percent work in retail jobs and six percent work in the arts, entertainment, and recreation, and accommodation and food services industry. All three of these industries typically offer lower compensation and benefits. This is a significant fact as this indicates that close to half of ANRSA residents work in low paying industries with limited or no benefits. The proportion of ANRSA residents employed in the industry with the highest earnings (public administration) is less than half (2.3 percent) compared with the proportion citywide (4.9 percent).

Table 7: Industry and Earnings (2023)

Industry	Percent of Total Employment		City Median Earnings
	City of Salinas	ANRSA	
Agriculture, Forestry, Fishing/Hunting, and Mining	19.4%	34.4%	\$29,830
Construction	7.3%	9.2%	\$51,861
Manufacturing	5.3%	4.5%	\$50,278
Wholesale Trade	3.0%	2.6%	\$43,172
Retail Trade	11.0%	10.4%	\$29,241
Transportation and Warehousing, and Utilities	4.0%	3.0%	\$51,599
Information	0.9%	0.4%	\$54,261
Finance and Insurance, and Real Estate/Rental/Leasing	2.3%	1.3%	\$68,716
Professional, Scientific, and Management, and Administrative and Waste Management Services	9.5%	8.1%	\$40,295
Educational Services, and Health Care/Social Assistance	19.5%	13.6%	\$47,761
Arts, Entertainment, Recreation, and Accommodation and Food Services	8.5%	6.4%	\$26,838
Other Services, Except Public Administration	4.3%	3.7%	\$36,339
Public Administration	4.9%	2.3%	\$77,018
Total	100.0%	100.0%	\$40,048

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Housing Profile

Housing Growth

As shown in Table 8, housing growth in Salinas outpaced growth in the County during the last decade. Similarly, in the ANRSA, housing growth exceeded that of the City during the same period. However, some of that growth may be artificial and due to the changes in 2020 Census boundaries, which include a large geographic area than the boundaries used in the 2010 Census.

Table 8: Housing Unit Growth (2010-2023)

City/County	# of Units 2010	# of Units 2023	% Change 2010 to 2023
ANRSA	9,884	10,886	10.1%
Salinas	42,651	45,206	6.0%
Monterey County	139,048	144,659	4.0%

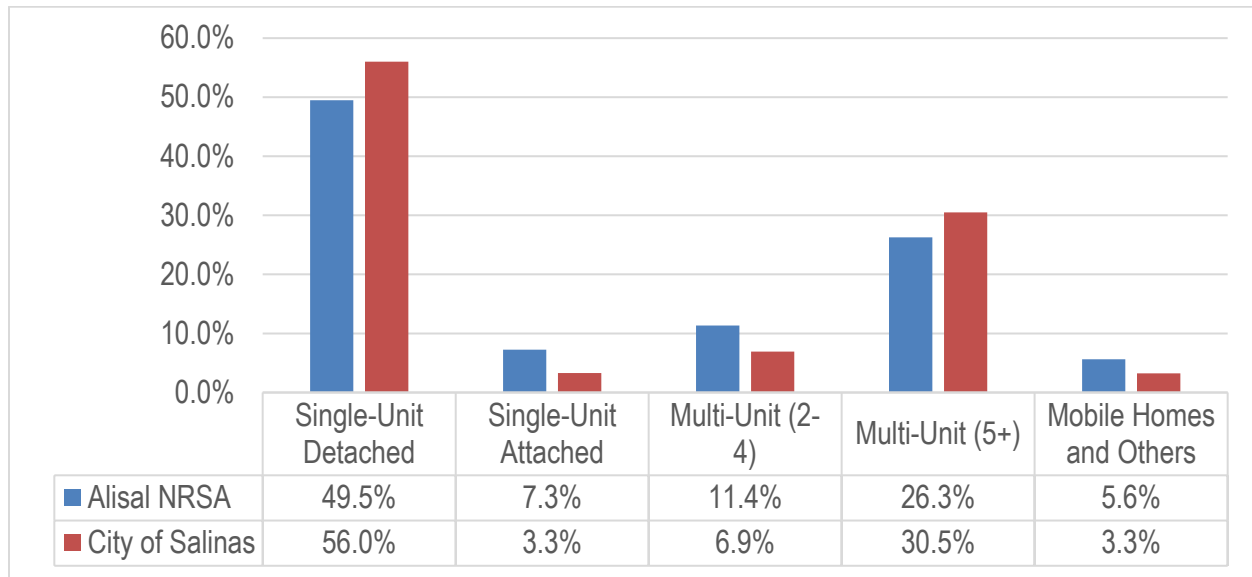
Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Housing Stock Characteristics

The City and ANRSA housing stock is comprised of three categories: single-family dwelling units, multi-family dwelling units, and other types of units such as mobile homes. Single-family detached units comprise a substantial majority of the ANRSA's housing stock (50 percent) followed by multifamily developments with five or more units (Figure 7). Overall, the ANRSA has a slightly more diverse housing stock compared to the City, where there is a slightly more even distribution of different housing types

In the ANRSA, 68 percent of households are renter-occupied, and 32 percent of households are owner-occupied (compared with 53 percent and 47 percent respectively in the City). Since 2010 the proportion of single-family dwelling units in the ANRSA's housing stock has decreased (from 53.9 percent in 2010 to 51.3 percent in 2023). The proportion of owner-occupied units has increased slightly from 29 percent in 2017 to 32 percent in 2023. This may imply that the increase in multi-family units is primarily ownership units such as condos and townhomes.

Figure 7: Housing Unit Type (2023)

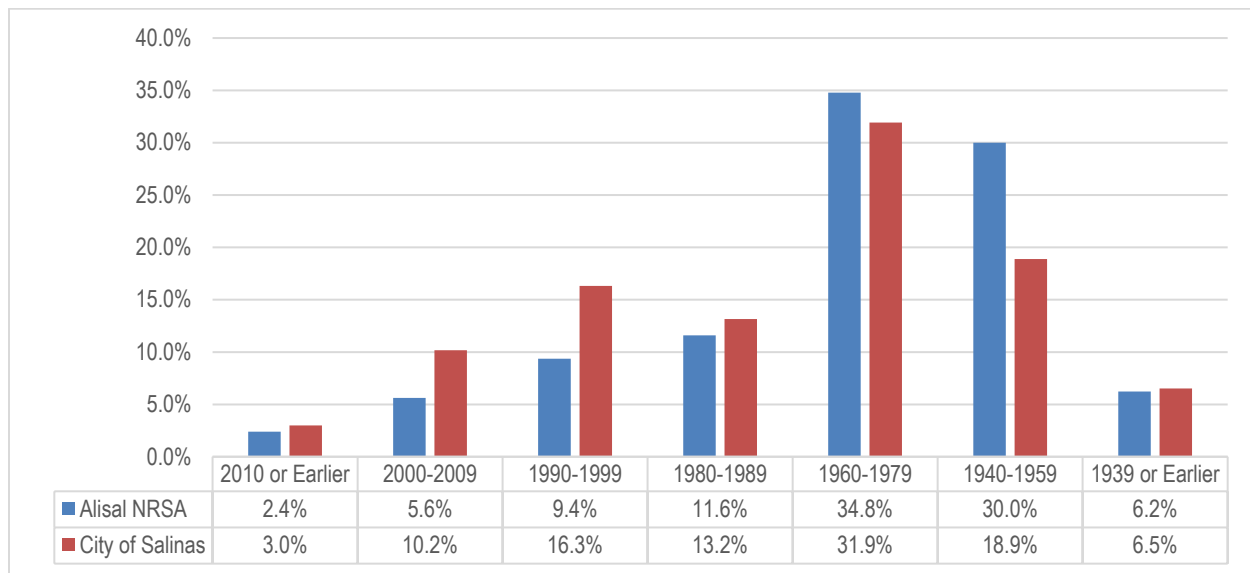


Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Housing Age and Conditions

Housing age can indicate general housing conditions within a community. Housing is subject to gradual deterioration over time. Deteriorating housing can depress neighboring property values, discourage reinvestment, and eventually impact the quality of life in a neighborhood. In general, most homes begin to require major repairs or have significant rehabilitation needs at 30 or 40 years of age. Furthermore, housing units constructed prior to 1979 are more likely to contain lead-based paint. The ANRSA's housing stock is older with almost all housing units (83 percent) built in or before 1989 (35 or more years old) and 71 percent of the housing stock built in or before 1979 (45 or more years old) (Figure 8). Given the age of the housing stock, housing rehabilitation needs in the neighborhood will increase substantially in the upcoming decade.

Figure 8: Housing Unit Age (2023)



Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Housing Cost

According to Redfin, the median home value (as of February 2025) in the 93905 (which includes the ANRSA) was \$682,500 (compared with \$735,000 for the City of Salinas). Home values in the 93905 zip code have gone up 14.7 percent over the past year. Citywide, home value increased seven percent over the same period. The average rent estimate, calculated by Rent Café for November 2024, for the 93905 zip code was \$1,969, much lower than the Salinas average of \$2,337.

Housing Problems

Cost Burden

According to the federal government, when a household spends more than 30 percent of its income on housing, that household is considered cost burdened. A cost burden of 30 to 50 percent is considered moderate; payment in excess of 50 percent of income is considered a severe cost burden. Cost burden is an important housing issue because paying too much for housing leaves less money available for basics such as food and living expenses as well as for emergency expenditures. Housing cost burden typically is linked to income levels. The lower the income, the larger percentage of a household's income is allotted to housing costs. Cost burden by low-income households tends to occur when housing costs increase faster than income. Cost burden in the ANRSA, and citywide, was more prevalent for renter-households. In the ANRSA, there is a higher incidence of renter cost burden compared to all City renter-households, particularly for severe cost burden. Cost burden among homeowner though, was slightly more prevalent citywide than in the ANRSA, possibly due to the older housing stock and costs of homes in the ANRSA.

Table 9: Housing Cost Burden (2023)

Household	Cost Burden (30 – 50%)	Severe Cost Burden (50%+)
ANRSA Households		
Owner-Occupied	14.2%	9.3%
Renter-Occupied	27.0%	32.4%
All City Households		
Owner-Occupied	16.8%	11.4%
Renter-Occupied	27.2%	25.5%

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Overcrowding

According to State and federal guidelines, an overcrowded housing unit is defined as a unit with more than one person per room, including dining and living rooms but excluding bathrooms, kitchens, hallways, and porches. Severe overcrowding is described as households with more than 1.5 persons per room. Household overcrowding is reflective of various living situations: (1) a family lives in a home that is too small; (2) a family chooses to house extended family members; or (3) unrelated individuals or families are doubling up to afford housing. However, cultural differences also contribute to the overcrowded conditions since some cultures tend to have larger household size than others due to the preference of living with extended family members. Overcrowded conditions can strain physical facilities and the delivery of public services, reduce the quality of the physical environment, contribute to a shortage of parking, and accelerate the deterioration of homes. Overcrowding is significantly more prevalent in the ANRSA compared with the City as a whole (Table 10). In fact, overcrowding in the ANRSA is almost twice the level of overcrowding seen citywide. The discrepancies between the ANRSA and City are even more pronounced regarding severe overcrowding.

Table 10: Overcrowding (2023)

Area	Overcrowded (1+ occupants per room)			Severely Overcrowded (1.5+ occupants per room)		
	Renter	Owner	Total	Renter	Owner	Total
ANRSA	53.5%	29.1%	45.7%	19.5%	9.8%	16.4%
City of Salinas	32.0%	12.8%	23.0%	2.7%	1.3%	2.1%

Source: Bureau of the Census, ACS 2019-2023 5-Year Estimates.

Assisted Housing

The Housing Authority of the County of Monterey (HACM) previously owned and administered 26 public housing complexes (682 units) in Salinas. Specifically, 19 of the complexes are in the Alisal area. Eligible residents must be senior citizens, a disabled individual, or a low-income family. Initiated in 2015 and completed in 2019, HACM converted its 22 public housing developments into project-based rental assistance units through HUD's RAD program. HACM has established Monterey County Housing Authority Development Corporation (MCHADC) to manage former public housing developments.

Housing developments utilizing federal, State, and/or local programs—including State and local bond programs, Low-Income Housing Tax Credits (LIHTC), density bonus, or direct assistance programs—are often restricted for use as low-income housing and provide another source of affordable housing. A number of developments located within the ANRSA have been identified where some or all of the units are affordable for low to moderate income households. Together, these projects provide 390 units of affordable housing.

Table 11: Affordable and Public Housing in the Alisal NRSA

Name	Address	Funding Source	Total Units
Non-MCHADA Affordable Development			
Jardines Del Monte	1253 Del Monte Avenue	HOME, SRA, Inclusionary	11
La Gloria Apartments	539 E. Market Street	HOME, SRA, Inclusionary, Density Bonus	22
Las Casas de Madera	510 East Market Street	CDBG, Salinas Housing Trust Fund	75
Loma El Paraiso	541 Roosevelt Street	CDBG	43
Los Abuelitos Senior Apartments	528 East Market Street	Low Income Housing Tax Credit	25
Roosevelt Street Townhomes II	504 Roosevelt Street	Low Income Housing Tax Credit	22
Roosevelt Townhomes	522 Roosevelt Street	Low Income Housing Tax Credit	22
Salinas Point (aka Los Padres) Apartments	1260 John Street	HOME, SRA	164
Wesley Oaks	138 Carr Ave	HOME, Salinas Housing Trust Fund, Inclusionary	6
MCHADC Housing Development			
Del Monte Estate	1415 Del Monte Avenue	Project-Based Rental Assistance	44
Del Monte Townhomes	1259 Del Monte Avenue	Project-Based Rental Assistance	17
Scattered Site	1011 E. Laurel Drive	Project-Based Rental Assistance	15
Scattered Site	1029 Rider Avenue	Project-Based Rental Assistance	4
Scattered Site	1111 Alamo Way	Project-Based Rental Assistance	2
Scattered Site	1112 Alamo Way	Project-Based Rental Assistance	4
Scattered Site	1062 N. Sanborn Road	Project-Based Rental Assistance	10
Scattered Site	540 Williams Road	Project-Based Rental Assistance	3
Scattered Site	312 Williams Road	Project-Based Rental Assistance	3
Scattered Site	737 Mae Avenue	Project-Based Rental Assistance	4
Scattered Site	1113 D Street	Project-Based Rental Assistance	6
Scattered Site	24 N. Wood Street	Project-Based Rental Assistance	4
Scattered Site	775 Elkington Avenue	Project-Based Rental Assistance	6
Scattered Site	780 Elkington Avenue	Project-Based Rental Assistance	7
Scattered Site	1012 N. Sanborn Road	Project-Based Rental Assistance	11
Rider Manor	1030 Rider Avenue	Project-Based Rental Assistance	18
Sanborn Arms	1058 N. Sanborn Road	Project-Based Rental Assistance	16
Sanborn Estates	1025 N. Sanborn Road	Project-Based Rental Assistance	14

Table 11: Affordable and Public Housing in the Alisal NRSA

Name	Address	Funding Source	Total Units
Sanborn Plaza	1039 N. Sanborn Road	Project-Based Rental Assistance	14

Sources: City of Salinas Housing Division, 2023-2031 Housing Element, November 2023.

Public Safety

An issue of continued concern within the ANRSA is crime and violence. However, the crime reports from the FBI between 2015 and 2023 indicate that the number of violent has continued to decline, from 1,098 incidents in 2015 to 798 incidents in 2024.² The City of Salinas Police Department reported 1,668 Part 1 violent crimes in 2023, compared to 2,044 incidents in 2019. Part 1 violent crimes include murder, rape, aggravated assault, robbery, and human trafficking.

According to local law enforcement, Monterey County has an estimated 5,000 certified and affiliated gang members, with approximately 3,000 living in Salinas. There are approximately 71 gangs countywide, with 16 street gangs and two prison gangs in Salinas. Monterey County has two California State Prisons, the Salinas Valley State Prison and the Correctional Training Facility. Both are approximately 30 miles south of Salinas, which contribute to local gang problems. Gang associates and family members often move to cities like Salinas to be close to incarcerated gang members. This has led to multigenerational and intergenerational sibling gang members in communities such as East Salinas³ (Alisal).

Community Outreach – Alisal Vibrancy Plan

Development of the Alisal Vibrancy Plan involved an extensive community engagement program. Outreach events and activities were designed to engage a variety of residents, stakeholders, and decision-makers throughout the process in ways that are culturally inclusive, convenient, accessible, and relevant to participants. The engagement approach included the following tools:

- Steering Committee and Working Group Meetings
- Community Outreach Training and Toolkits for Steering Committee members, Project Ambassadors, Youth Action Team, and other volunteers
- Stakeholder & Community Group Interviews
- Community Workshops
- Business Engagement Survey
- Pop-Up Event/Non-Traditional Workshop/Temporary Installations
- Website, Social Media and Community Survey
- Workshop on Draft Plan
- City Council & Planning Commission Workshops

² <https://cde.ucr.cjis.gov/LATEST/webapp/#/pages/explorer/crime/query>, based on the Uniform Crime Reporting (UCR) Program.

³ Community Alliance for Safety and Peace. “Salinas Comprehensive Strategy for Community-wide Violence Reduction 2013-2018”.

The Technical Advisory Committee included diverse member groups:

- Alisal Union School District (AUSD)
- Building Healthy Communities East Salinas (ES BHC)
- Center for Community Advocacy
- Community Alliance for Safety and Peace (CASP)
- Community Housing Improvement Systems and Planning Association, Inc. (CHISPA)
- Communities Organized for Relational Power in Action (COPA)
- Hartnell College
- Monterey Bay Central Labor Council (MBLC)
- Monterey County Health Department (MCHD)
- MILPA Collective
- Monterey-Salinas Transit (MST)
- Mujeres en Acción
- University of California, Agriculture and Natural Resources 4-H Program
- Urban Arts Collaborative (UAC)

Overall, 34 Working Group Meetings, 20 Steering Committee Meetings, eight large workshops, and 24 pop-up events engaged the participation of more than 1,500 persons and resulted in more than 150 solutions and recommendations.

Community Outreach – ANRSA

In preparation of its FY 2025-2029 CP, FY 2025-2026 AAP, and ANRSA Update the City conducted several community outreach efforts. A summary is provided below. Appendix A includes the Public Outreach Report.

Stakeholder Consultation

Two virtual stakeholder workshops were held in December 2024. Participants were public service organizations, nonprofits and other interested parties. The workshops included a presentation of the Consolidated Plan's purpose, contents and requirements. The majority of the time was spent conducting a Mentimeter poll where all participants were able to answer questions on a digital device and the answers were shown on the screen. This allowed participants to see answers in real time as well as spurring discussions.

Community Meeting

An in-person community meeting was held on January 23, 2025, at the El Gabilan Library. It is estimated that 53 people were in attendance. Community members with an opportunity to vote on the housing and community priorities important to them including streets and neighborhood improvements, community facilities, community services, economic development, housing and special needs housing. Voting was done by placing dots on posters with different topics and programs.

Pop-Up Events

The City had several pop-up events in December 2024 and January 2025 to discuss the Consolidated Plan with residents and have them fill out the Housing and Community Development Survey. The locations included:

- SORT (Salinas Outreach Response Team) outings
- Chinatown Resource Fair
- Food Bank Event – Bread Box
- Downtown Outreach
- Laundry Mat Postings
- City Council Meeting Pop-up
- Cesar Chavez Library – meeting was available in Spanish through translation services

Survey

A housing and community development survey was open between December 9, 2024, and January 31, 2025. The survey, available in English and Spanish, could be completed via online (SurveyMonkey) or paper. The weblinks and QR codes were advertised on the City's website, social media, in community meetings and on flyers. Paper surveys were also available at City Hall and the pop-up and community events.

A total of 127 responses were received (80 in English and 47 in Spanish). Survey questions included demographic and household income information; broadband internet usage; rankings for community services, community facilities, streets and neighborhood needs, economic development needs, housing needs and special housing needs; and fair housing questions. Respondents were asked to rank housing and community needs in order of importance to them.

Public Noticing

Public noticing of Consolidated Plan outreach activities was done through a variety of formats including the City website, emailing stakeholders, distributing flyers throughout the City and social media posts.

A 30-day public review period of the draft Consolidated Plan occurred from May 16, 2025, to June 17, 2025. Copies of the draft CP, AAP and ANRSA were made available for the public at the following locations, in conformance with the City's CDBG Citizen Participation Plan (CPP):

- John Steinbeck Library, 350 Lincoln Avenue, Salinas
- Cesar Chavez Library, 615 Williams Road, Salinas
- El Gabilan Library, 1400 North Main Street, Salinas
- Housing Division, Community Development Department, 65 W. Alisal Street, 2nd Floor, Salinas
- City Clerk's Office, City Hall, 200 Lincoln Avenue, Salinas
- On-line at the City of Salinas website: <http://www.cityofsalinas.org/>

Public Hearings

The City conducted the following public meetings regarding the CP, APP and ANRSA:

- Community Workshop: El Gabilan Library on January 23, 2025
- City Housing and Land Use Committee Meeting – June 10m 2025
- City Council (Public Hearing) – June 17, 2025, published public notice in the Monterey Herald in English and in Spanish.

Goals, Strategies, Objectives, and Performance Measures

In establishing the goals, strategies, objectives, and performance measures for the Alisal NRSA, several factors are considered:

- Goals, strategies, objectives, and performance measures are consistent with the Alisal Vibrancy Plan;
- This document provides guidance primarily for the use of CDBG funds;
- The goals, strategies, objectives, and performance measures must be realistic relative to the level of CDBG funding available; and
- Programs and activities must be consistent with the Council goals and CDBG regulations.

Alisal residents would continue to be eligible to participate in programs that are offered citywide. In addition, this updated strategy for the Alisal NRSA is designed to take full advantage of the benefits afforded by the NRSA designation. The NRSA will be implemented through the Consolidated Plan Annual Action Plan process. Upon the close of each program year, the City will provide a summary of progress in implementing the Consolidated Plan, including the NRSA. In response to the housing market conditions and issues/concerns voiced by Alisal residents, the City has identified the following goals, strategies, objectives, and performance measures for the Alisal area:

Public Services

Support local nonprofit organizations to establish CBDO status to provide public services focused in the Alisal NRSA for the following goals:

- **Youth and Families** (Youth Leadership Development)
- **Health and Safety** (Tenant Protection)
- **Economic Development** (Micro and Small Business Support)

ANSRA Benefit

Public Services CAP Exemption - The CDBG program limits the expenditure of CDBG funds on public services to 15 percent of the City's total annual allocation. However, a Community-Based Development Organization (CBDO) working in a NRSA is exempt from this 15 percent cap. In order to qualify as a CBDO, an organization must comply with the [CDBG regulations at 24 CFR Part 570.204 – Special Activities by Community-Based Development Organizations \(CBDOs\)](#). Public services carried out in an NRSA are not subject to the statutory 15 percent public service cap when such activities are carried out by a designated Community Based Development Organization (CBDO)

undertaking a neighborhood revitalization, community economic development, or energy conservation project. This benefit will apply to the following types of activities:

- Youth and Families
- Health and Safety
- Economic Development

Strategies

- Improve and increase access to youth services
- Provide fair housing and tenant landlord counseling
- Expand small business counseling, education, and technical support services

Objectives

- Establish a CBDO focused on youth services
- Provide funding for fair housing services and tenant/landlord counseling to a CBDO
- Establish a CBDO to provide and fund small business counseling, education, and technical assistance services

Performance Measures

- Establish one (1) CBDO focused on youth services by FY 2029.
- Provide funding for fair housing services and tenant/landlord counseling to one (1) CBDO.
- Establish one (1) CBDO to provide and fund small business counseling, education and technical assistance services by FY 2029.

Housing

Provide funding for affordable housing projects in the Alisal NRSA for the following goals:

- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Preservation** (Housing Rehabilitation, Minor Rehabilitation, and Emergency Repairs)
- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Protection** (Preservation of Affordability of Housing Units)
- **Housing/Homelessness/Neighborhood Revitalization - Affordable Housing Production** (Development of Affordable Housing)
- **Housing/Homelessness/Neighborhood Revitalization – Tenant Protection** (Fair Housing and Tenant Landlord Counseling)

ANSRA Benefit

Aggregation of Housing Units - Housing units assisted in an approved NRSA, during each program year, may be treated as a single structure for purposes of meeting a national objective. The grantee

must maintain documentation that demonstrates 51 percent of the all the single and multi-family housing units completed in the NRSA were initially occupied by low- and moderate-income households. In contrast, outside an NRSA, 100 percent of the single-family homes must be occupied by low- and moderate-income households. This benefit will apply to the following types of activities:

- Affordable Housing Preservation
- Affordable Housing Protection
- Affordable Housing Production

Strategies

- Minor Rehabilitation and Emergency Repairs Assistance
- Preserve Affordable Housing Stock (Multi Family and Single-Family Units)
- Leverage Funds from local, State, and Federal resources for Affordable Housing Development
- Development of Affordable Housing on City-owned Properties
- Research and develop a program for the rehabilitation and new construction of affordable Accessory Dwelling Units (ADUs)
- Provide fair housing and tenant landlord counseling

Objectives

- Raise the qualifying income level for minor rehabilitation and emergency repairs assistance to 100 percent of the AMI (lead-based paint, HAA)
- Maintain and preserve affordable units prior to expiration of affordability agreement 30 to 55-year term
- Provide funding for housing acquisition, demolition and clearance, and new construction (CBDO). Continue to provide funding to shovel-ready projects
- Partner with qualified organizations for acquisition, demolition and clearance, new construction (CBDO) on City-owned properties
- Research and develop a program for rehabilitation and new construction of affordable ADUs
- Provide funding for fair housing services and tenant/landlord counseling to a CBDO

Performance Measures

- Assist up to six (6) households by FY 2029.
- Review existing affordable housing stock and determine any expiration of affordable housing agreements. Work with property owners, non-profit developers to preserve affordable housing.
- Continue to provide funding to shovel-ready projects and fund at least one (1) project.
- Partner with at least one housing developer by FY 2029.
- Provide funding for fair housing services and tenant/landlord counseling to one (1) CBDO.

Economic Development

Provide funding for economic development, training, and education activities in the Alisal NRSA for the following goals:

- Economic Development – Micro and Small Business Support

ANSRA Benefit

Public Services CAP Exemption – This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support – Small business counseling, education, and technical assistance services

Job Creation/Retention as Low/Moderate Income Area Benefit - Job creation/retention activities undertaken in an NRSA may be qualified as meeting the area benefit national objective, thus eliminating the need for businesses to track personal income and maintain records for jobs held by or made available to low- and moderate-income persons residing within the NRSA. This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support

Aggregate Public Benefit Standard Exemption - Economic development activities carried out in an NRSA may be exempted from the aggregate public benefit standards. While the public benefit standard for individual projects still applies, exemption from the aggregate standard means that a grantee may offer more assistance to attract companies that will be able to create jobs within an NRSA. This benefit will apply to the following types of activities:

- Economic Development – Micro and Small Business Support

Strategies

- Expand small business counseling, education, and technical support services

Objectives

- Establish a CBDO to provide and fund small business counseling, education, and technical assistance services

Performance Measures

- Establish one (1) CBDO to provide and fund small business counseling, education, and technical assistance services by FY 2029.

Public Facilities and Infrastructure Improvements

Provide funding for public facility and infrastructure improvements in the Alisal NRSA for the following goals:

- Public Facilities and Infrastructure Improvements – Recreation Facilities Safety

ANSRA Benefit

Not applicable

Strategies

- Invest in equipment and maintenance of existing park facilities

Objectives

- Replace aging equipment, add fitness equipment, restroom and trash/recycle facilities in parks, improve lighting, other park improvements or additions identified in Parks, Recreation and Library Master Plan, re-construct public facilities

Performance Measures

- Improvements at three (3) parks or public facilities locations by FY 2029.

Leveraging

The City proposes to leverage HUD CDBG, HOME, and ESG funds with the following:

- City General Fund
- City Permanent Local Housing Allocation (PLHA) funding from the State Department of Housing and Community Development (HCD)
- City Housing Successor Agency funding
- other local and regional funding

Acronyms Guide

AMI	Area Median Income
ACS	American Community Survey
CBDO	Community Based Development Organization
CDBG	Community Development Block Grant
CPD	Community and Planning Development
HACM	Housing Authority of the County of Monterey
HOME	HOME Investment Partnerships Grant
HSA	Housing Successor Agency
HUD	Housing and Urban Development (U.S. Department)
LMI	Low and Moderate Income
MSA	Metropolitan Statistical Area
NRSA	Neighborhood Revitalization Strategy Area
PLHA	Permanent Local Housing Allocation