

City of Salinas Police Headquarters

Phase 1 Outreach Summary

Draft - July 14, 2017

Prepared by  M I G

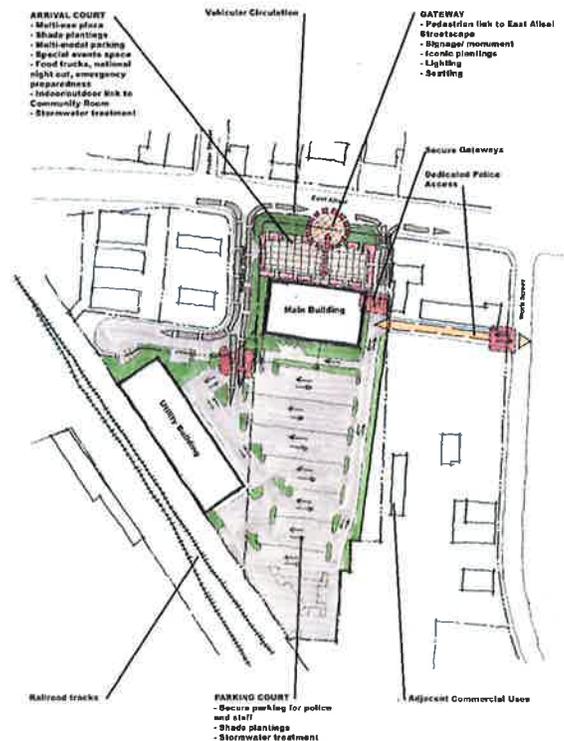
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Overview of Phase 1 Outreach

The City of Salinas has initiated a process of developing a new Police Headquarters on East Alisal Street. To begin a community dialogue about the project, project development team members and City of Salinas staff representatives engaged in a series of stakeholder interviews and organizational briefings on June 6-7 and again on June 19-21, 2017.

Using a draft Schematic Site Plan, participants were asked to consider and provide feedback about site design, key features, aesthetics, transportation, community amenities, and services, among other things. A total of 23 interviews and/or organizational briefings took place to provide feedback and input about the future Salinas Police Headquarters.



Salinas Police Headquarters-
Schematic Site Plan
June 19th 2017



Interview Protocol

To define the approach to the stakeholder interviews and organizational briefings a Protocol was developed in collaboration with the project development team and City of Salinas staff. It included proposed dates and key groups to engage.

New Salinas Police Headquarters
Stakeholder Interviews and Organizational Briefings
Protocol, Revised June 5, 2017

I. Introduction

The City of Salinas is leading an effort to engage a broad cross section of community members to discuss issues, concerns, and ideas about the planning and development for the new Salinas Police Headquarters at 312 East Alisal. For Phase 1 of this community engagement, the project team is proposing to coordinate two to five outreach days in June that include a series of in-person individual interviews and organizational briefings with key groups. Supplemental interviews can be conducted via telephone. Future phases of community outreach and feedback will be inclusive community meeting for all to participate in. These will describe Phase I in context with future phases (how many, scope, calendar).

II. Approach

This Protocol outlines a proposed method to conducting the in person interviews. The outreach team is seeking participation from a variety of perspectives including specifically those in proximity to the station in the Alisal neighborhood. Interviews are an effective and flexible method for obtaining detailed information and insights from a variety of stakeholders. Organizational briefings will follow a similar approach but will include small groups.

The primary objectives of the interviews are to inform key stakeholders (and their constituents by extension) about the development of the police station, and to identify their ideas, concerns, issues, and opportunities, specifically for areas where the public will interface with the station. These areas include the plaza along Murphy Street and the community room, the street, and importantly, the future development of the two-acre opportunity site on the west side of Murphy Street. The findings from this initial engagement actively fine tune the approach for outreach activities later in this process. Stakeholder Interviews will be held in Salinas at the various offices of interviewees.

Potential Outreach Days are as follows, two days will be selected.

- June 6, 2017 (Before 4)
- June 7
- June 19
- June 20, 2017 (Before 4)
- June 21 (am)

The suggested stakeholder groups to engage in this first phase include:

1. Salinas City Center Improvement Association – Kenneth Steen
2. Salinas City Elementary District -
3. Salinas High School District, Alisal High School/Alvarez High School
4. Center for Community Advocacy – Juan Uranga
5. COPA – Tim McManus, Lead Organizer
6. Alisal Family Resource Center – Dr. Carissa Purnell, Executive Director
7. City Council District 4 – Glona de La Rosa

8. City Council – District 2 – Tony Barrera
9. City Council – District X Kimbley Craig (on vacation)
10. City Council – District X Scott Davis
11. Baktun 12 or Urban Arts Collective – Rafael Garcia
12. Housing Authority – Jean Goebel
13. Housing Development Corporation – Starla Warren
14. CHISPA – Alfred Diaz Infante
15. LULAC – Chris Barrera

Three organizational briefings will take place with the following groups. Additional interviews will also take place on dates of the organizational briefings:

1. Building Healthy Communities (BHC) – June 19 (tentative)
2. Salinas United Business Association (SUBA) – June 20
3. Community Alliance for Safety and Peace (CASIP) – June 21

The Chief of Police has requested the following groups to be integrated into this phase or future outreach:

CASIP, SPD Reserves, Community Police Academy Alumni, PCAC, Seniors Program, Explores (youth reps), DA's office, MC Rape Crisis Center, and Clergy, and retired command staff

III. Interview Overview

Our interview approach includes:

- **Style:** Informal conversation with guiding questions
- **Questions:** Open-ended and purposeful questions with follow-up questions when appropriate
- **Answers:** Honest and constructive feedback and about issues and opportunities for the new Salinas Police Headquarters
- **Materials:** Site Layout Alternative map – Larger context of E. Alisal
- **Project Context:** The facilitator introduces the project team firm leading public engagement and consensus building among responsible public agencies with the City of Salinas, elected officials, community groups, residents, business community representatives and other stakeholders considering various alternative design components. Some possible contextual talking points include:
 1. a brief project intro about the New Salinas Police Headquarters, its location at 312 E. Alisal, its purpose, its need
 2. An explanation that the project will result in one preferred site design for the police operations, and that outreach will continue with non-police portions of the site
 3. include a brief mention of the role of the various departments from the City of Salinas in the management and development of the station

Interview Protocol

The Protocol also included a series of guiding questions that would be helpful to the project development team and that would encourage consistent interviews.

4. A description of site boundaries and access points using the preferred alternatives layout map.
5. a brief explanation of the reasons for the building, particularly
6. a brief overview of funding by Measure G, grants, and development through a public private partnership.
7. a note about what the funding covers.
8. An advisory that comments will be captured in notes by the MIG co-facilitator but content discussed will be reported in the aggregate.
9. A schedule with future outreach efforts and scope for these future meetings (Cyclavia, El Grito and special events et al)

IV. Guiding Questions

Introductions

- By way of a brief introduction, please share your name and your business or organizational affiliation?

Assessment of Site Area / E. Alisal Corridor

- How much do you know about Salinas' plans for a new Salinas Police Headquarters?
- What are your dreams for Salinas?
- What does "community based policing" look like to you?
- What are your general concerns?
- How familiar are you with site, the surrounding area? How would you describe the character of the area?
- What suggestions do you have for better connecting Alisal with Downtown?
- How can the new Salinas Police Headquarters help revitalize that part of E. Alisal Street? As gateway to the Alisal Marketplace?

Preliminary Site Plans

- Site Plan
 - The alternatives on the drawings before you are the preferred layout for police operations, do you have any general thoughts about the orientation of the main building?
 - What ideas do you have about how to use the spaces that interface with the public and have a relationship to the street?
 - The parking area is also envisioned to be a multi-use space plaza, do you have any suggestions on design, landscape features, or programming?
 - An idea is to allow the community room to open and extend into the plaza, do you have any thoughts or concerns about this?
 - Are there any specific considerations we should be making for visitors and people that need to conduct business at the new Salinas Police Headquarters?
 - How can we encourage use of the new Salinas Police Headquarters as a community resource and safe neighborhood destination?
- Adjacent Future Site
 - The City is working and hoping to eventually acquire the parcels closest to the train tracks, what kind of use(s) can you envision being appropriate and/or needed for that area?

- Roughly speaking, how would you arrange that area so that it best works with the new Salinas Police Headquarters?
- Parking, Circulation, Access
 - How would you describe the driving conditions along E. Alisal? (Take into consideration traffic, speed, and pavement conditions.)
 - What are the safety concerns or congestion issues on E. Alisal need to be addressed as part of this development?
 - This development will be the City's main police station, do you have any concerns that the city should be considering about the surrounding intersections?
 - Most people will drive and park, but how would suggest we accommodate bicycling, transit use, and walking to the station?
- Landscaping and Place-making Challenges
 - What suggestions do you have for landscaping? Shade? Open spaces?
 - What suggestions do you have for open spaces to (placids, benches, art, etc.) create a welcoming environment for guests and visitors?
 - How can we respectfully celebrate and incorporate cultural diversity/identity of Salinas in the new Salinas Police Headquarters?
 - How can design and program elements of the new Salinas Police Headquarters improve relations between police officers and young people?

Other Priorities

- Is there anything we missed? Do you have additional comments?

V. Next Steps

- MIG facilitators allow time for interviewees to ask any questions. MIG facilitators thank participants for providing input and explain that future outreach will continue through the summer/fall. MIG will request participant's assistance with future outreach. When to best include PD?

Participants

A wide range of individuals and representative organizations were invited to participate in interviews. Those that responded were scheduled at specific times and dates. Organizational meetings previously scheduled were identified and requests were made to include the Police Headquarters as an agenda item. Pending interviews remain with 3 City Council members.

Project Outreach Team

Noe Noyola, MIG

Jim Wirick, LPA

Jeremy Hart, LPA

Don Reynolds, Deputy Director,
Public Works Department

Commander Stanley Cooper,
Salinas PD

Sgt. Matt Maldonado, Salinas PD

June 6-7

Rafael Garcia,
Baktun 12

Chris Barrera, League of United Latin
American Citizens (LULAC)

Alfred Diaz Infante,
CHISPA

Tony Barrera
Councilmember, District 2

Starla Warren,
Housing Development Corporation

Carolina Sahagun,
Housing Development Corporation

1 - Retired SPD Deputy Chief

2 - Retired SPD Deputy Chief

Police Community Advisory Committee
(PCAC)

Police Community Advisory Committee
(PCAC)

Police Community Advisory Committee
(PCAC)

June 19-21

Joe Gunter
Mayor

Kimbley Craig
Councilmember, District 5

Jean Goebel
Housing Authority, Monterey County

Steve McShane
Councilmember, District 3

Building Healthy Communities (BHC)
Collaborative Meeting

Salinas United Business Association
(SUBA), Board of Directors

Community Alliance for Safety and
Peace (CASP),
Member meeting, 50-75 participants

Hector Galvan, Store Manager
CVS, 347 E. Alisal

Eric Rodriguez, District Manager
Rent-A-Wheel, Rent-A-Tire
285 E. Alisal

Danny Corona, Owner/Trainer
Rock Boxing Gym, 285 E. Alisal

Pacific Coast Battery Services,
311 E. Alisal

Emerging Themes - General

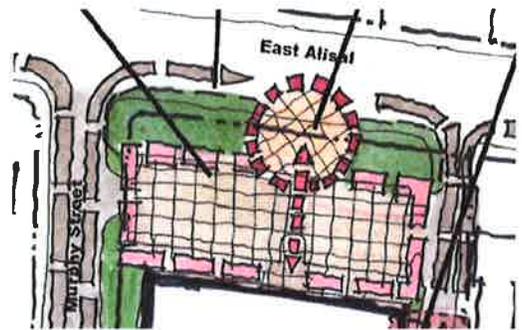
Overarching themes that emerged from the interviews suggested that the new Salinas Police Headquarters:

- Be welcoming and inviting to the community.
- Should honor the past, yet look to the future in architectural style and theme.
- Should encourage positive collaboration between the police department and the community, especially with young people.
- Should be environmentally responsible and sustainable.
- Should be planned to anticipate unexpected growth so that the building is not outgrown too fast.
- Will set the tone for the entire E. Alisal corridor and can stimulate adjacent development
- Is expected to have an impact on safety improvements in the immediate vicinity.
- Should improve a variety of connections to cross E. Alisal.
- Can help in bolstering SPD recruiting efforts
- Include safety enhancements through lighting and security
- Is a positive and long overdue development for the City of Salinas.

Emerging Themes – Front Plaza

The following are themes that emerged from the interviews related to the front plaza area:

- The front plaza/parking lot should be made safe to avoid potential attacks with cars to the building.
- Fluidly connecting the community room to the front plaza was supported.
- Events would be a welcome and realistic possibility for the plaza that would bolster police/community interaction.
 - Food truck events, outdoor movie night, Ciclovía
- Trees and shading will be useful for aesthetic reasons but benches and play spaces should be considered for people waiting on others dealing with police matters.
 - Aliso (alder) trees were mentioned as appropriate since an Alisal in Spanish means an alder grove.
- The front entry should include art that is representative of the community.
- A digital sign visible from the street would be helpful to distribute information and bulletins.
- The exit to the east from the plaza by car should be designed to avoid cars turning right into the secure entry.
- Artwork representative of the community, including possibly murals, water features, and sculptures were suggested.



Emerging Themes – Opportunity Site

A wide variety ideas emerged about how to use the Opportunity Site:

- A temporary grassy area would be an inexpensive and popular solution.
 - The drawback is that it would be unpopular to remove to make way for development.
- Uses that foster positive police interactions with young people were prominently suggested:
 - Training obstacle course, boxing gym, play structure, baseball diamond, performance space.
- Amenities for officers including coffee, food shops were proposed as necessary.
- A plaza that extends/merges from the Police Headquarters that allows for a waiting space and that can merge with the front plaza for larger events.
- A mixed use development with housing and ground level retail fronting a plaza on Murphy street would activate the space.
 - The housing would be the safest place in the city to live.
 - Some suggested housing to entice new officers, however, others believed such close proximity to work would make the suggestion untenable.
- Other civic uses could create a new civic hub for Salinas.
- Compatible social services adjacent to the police station.



Emerging Themes – Merchants

The following are overarching themes that emerged from the interviews with adjacent merchants:

- The Police Headquarters is expected to bring a needed level of improved safety to the area.
 - Merchants all reported numerous issues of theft, vandalism, and disorderly behavior.
- Merchants expected an upgrade to the aesthetic quality of the corridor and implied they would have to “step up their game” too.
- The Rock Boxing Gym is immediately adjacent to the site and functions much as community center, training young people in boxing, many of whom are nationally ranked.
 - Police officers are already using the gym for their own training purposes, while interacting positively with youth.
 - The owner/operator suggested he needs more space and support, and that he would be open to a more formal collaboration with the Police Department/City or through the opportunity site development.
- Merchants requested ongoing communications and involvement.
 - A Merchants Town Hall was suggested as part of the ongoing engagement
- Merchants inquired about the relocation of existing businesses.
- Merchants were also eager to learn about any changes to traffic and circulation.



Emerging Themes – Community Relations

The following are overarching themes that emerged related to community relations:

- The development of the Police Headquarters was seen as opportunity to initiate a conversation about police and community relations.
 - A formal and ongoing dialogue on police/community relations was requested by some community groups.
- The design and amenities of the station should work to improve and facilitate dialogue and positive interactions between the police and the community.
 - This is particularly true with young people.
- Continued interactions will help build and foster trust.
- The community room will be a valuable asset for the community given the dearth of meeting spaces in the city for community organizations.
 - This room also should be a focal space where positive and collaborative community engagement takes place.
- The station should allow for improved privacy when dealing with police matters.
- The ongoing engagement related to the Headquarters and the Opportunity Site should be collaborative and shaped by the community.
 - BHC provided a Spectrum of Community Engagement as a template/model (see next page)

Emerging Themes – Community Relations

SPECTRUM OF COMMUNITY ENGAGEMENT TOOL

Community groups and public agencies can use this tool to assess community engagement efforts and to set goals to increase effectiveness of engagement practices to close equity gaps

Stance towards community	0 IGNORE	1 INFORM	2 CONSULT	3 INVOLVE	4 COLLABORATE	5 EMPOWER for IMPACT
Impact	<i>Marginalization</i>	<i>Placation</i>	<i>Tokenization</i>	<i>Voice</i>	<i>Delegated Power</i>	<i>Community Control</i>
Community Engagement Goals	Deny access to decision-making processes	Provide the community with relevant information	Gather input from the community	Ensure community assets, needs & concerns are integrated into process & inform planning	Ensure community capacity to play a leadership role in implementation of decisions	Foster democratic participation and equity by placing full decision-making in the hands of the community
Message to the community	<i>"Your voice, needs and interests do not matter"</i>	<i>"We will keep you informed"</i>	<i>"We care what you think"</i>	<i>"We can't do this well without you"</i>	<i>"Your leadership and expertise are critical"</i>	<i>"We want this to work so we support democratic and equitable processes led by community"</i>
Examples of tools	Closed door meetings	Fact sheets Open Houses Presentations Billboards Videos	Public comment Focus Groups Community Forums Surveys	Interactive Workshops Polling House Meetings Community forums	MOU's with Community-Based Organizations Consensus building Citizen Advisory Committees Participatory Action Research	Community-Driven Planning Community Organizing Open Planning Forums with Citizen Polling Participatory Budgeting Participatory Action Research
Resource allocation ratios	100% systems admin	70-80% to systems admin 10-30% to promotions and publicity	60-80% to systems admin 20-40% to consultation activities	50-60% to systems admin 40-50% to community involvement	20-50% to systems admin 50-70% to community partners	0-20% to systems admin 80-100% to community partners and community-driven processes

*The 2.0 version of this tool was developed by The Action Council of Monterey building on version 1.0 developed by Movement Strategy Center, in part drawing on content from a number of public participation tools, including Arnstein's Ladder of Citizen Participation, and the Public Participation Spectrum created by the International Association for Public Participation.

Emerging Themes – Viral Thread

The following are comments that emerged from Council Member McShane's posting to his Facebook account:

Steve McShane Salinas Police Department
 June 19 at 2:57pm · Salinas

A New Police Station! Feedback & ideas wanted! We break ground spring, 2018. Plans for a plaza & "community room" in the works. It looks like we will have a 2 acre vacant lot right next door. Any ideas what to do with it? Limited funds.

Salinas Police Headquarters
 Schematic Site Plan
 June 19th, 2017

- David Brown Expand the trash transfer station to there maybe then our council can smell it
 Like Reply June 19 at 2:00pm
- Scott Cunningham With arrival court in front and parking in rear who will be using the iron?
 Like Reply June 19 at 3:00pm
- Steve McShane The drawings actually have (50) spaces for the public in the "arrival" area. It will double as a public space for events if / when needed.
 Like Reply June 19 at 4:17pm
- Write a reply
- Jeannie Morgan Scheel Let's put more policemen in this new building!
 Like Reply June 19 at 3:45pm
- Russ Wilcox A new airport!!
 Like Reply June 19 at 4:30pm
- Kymberlee Navarrette Finally... a great space for the public to be during stressful times and appropriate space so our local law enforcement can work smarter... in a space better for all!
 Like Reply June 19 at 4:34pm
- Mary Duon Park. What a better place to put a park than next to the police station?
 Like Reply June 20 at 12:01am · Edited
- Carl Faria park can be K9 training area
 Like Reply June 19 at 5:24pm
- Brian Higgins But can we help select the flooring, countertops & cabinet knobs?
 Like Reply June 19 at 5:24pm
- Adam Urrutia Futsal courts and get the recreation department to host midnight futsal leagues.
 Like Reply June 19 at 5:27pm
- Rachel Zentz A place in the new facility where people can come in to reporter debate crimes without having to speak in public or among others for that matter.
 Like Reply June 19 at 5:29pm
- Al Espindola Rent it out as the City needs the money!
 Like Reply June 19 at 6:10pm
- Elizabeth Cantu Nice! Some great things are happening in Salinas!!!
 Like Reply June 19 at 6:40pm
- Royal Catkins park
 Like Reply June 19 at 6:47pm
- Deater Farm Jail dock
 Like Reply June 19 at 6:54pm
- Ginger Pierce I think you should use lot for food truck event once a month and other outdoor community building opportunities
 Like Reply June 19 at 7:04pm
- Paula Stoddard Community garden or community plaza.
 Like Reply June 19 at 7:44pm
- Mike Kanatakis Secure fenced parking for police vehicles and employee vehicles. A must
 Like Reply June 19 at 9:04pm
- Pauline Thomas A youth Center or family service for family in need!!
 Like Reply June 20 at 9:38am
- Celso Randall A WELL maintained playground and green space for families and individuals to enjoy.
 Like Reply June 20 at 10:20am
- Dave Clark A great place for PAL activities.
 Like Reply June 20 at 10:37am
- Rachel Zentz I like green space.
 Like Reply June 20 at 2:34pm
- Jason Cook Dog park
 Like Reply June 20 at 11:00pm
- Write a comment

Like Comment Share

Phase 2 Outreach

The following are proposed activities for phase 2 outreach:

- Continued Stakeholder interviews
- Continued Organizational Briefings
- Merchants Town Hall Meeting
- Community Developed Survey
- Public Community Workshop
- Pop up events
- Website posting and Social Media updates

A more complete description and timeline of each component will be presented in an Phase 2 Outreach Protocol.