



SALINAS

RICH IN LAND | RICH IN VALUES

2025-2028
Strategic Plan

2025 – 2028 Strategic Plan Goals

ECONOMIC
DEVELOPMENT

HOUSING

INFRASTRUCTURE

CITY SERVICES

PUBLIC SAFETY

YOUTH AND
SENIORS

ENVIRONMENTAL
SUSTAINABILITY &
CLIMATE
RESILIENCY

GOAL 1

ECONOMIC DEVELOPMENT

- ❖ Support and engage with new and established businesses, initiatives and districts to revive economic growth, job creation and innovative workforce training
- ❖ Revitalize residential and commercial blighted areas through targeted initiatives, private investment and community partnerships
- ❖ Strategically explore and expand economic development opportunities throughout the City
- ❖ Maximize the use of the airport property to boost economic growth
- ❖ Analyze emerging districts including an Intermodal Transportation Center, Chinatown and Alisal Marketplace

GOAL 2

HOUSING

- ❖ Continue to pursue transit-oriented housing development opportunities
- ❖ Effectively promote health and safety of unsheltered residents through supportive services and housing with our regional partners and non-profit Community Based Organizations (CBOs)
- ❖ Facilitate the addition of workforce, low-income, farmworker housing, ADU development, and innovative models and financing opportunities for cooperative housing while minimizing impacts to neighborhoods
- ❖ Streamline the entitlement and permitting of residential developments by implementing efficient workflows and ensuring timely reviews and approvals
- ❖ Explore solutions to ease residential parking congestion

GOAL 3

INFRASTRUCTURE

- ❖ Improve the condition of the City's streets, sidewalks and lighting through proactive and creative maintenance and strategic infrastructure investments
- ❖ Explore innovative ways using technology to improve the flow of traffic throughout the City
- ❖ Continue to invest in recreational and public facilities to support our community
- ❖ Evaluate capacity of City infrastructure systems in anticipation of future development
- ❖ Leverage private / public partnerships to improve infrastructure

GOAL 4

CITY SERVICES

- ❖ Complete the Visión Salinas 2040 General Plan
- ❖ Promote equitable access to City services and foster inclusive development
- ❖ Ensure fiscal responsibility and financial management
- ❖ Provide quality customer service
- ❖ Expand the City's volunteer programs
- ❖ Engage residents and improve communication with the community through the use of innovative solutions

GOAL 5

PUBLIC SAFETY

- ❖ Invest in public safety staffing, operations, and infrastructure to improve response times, emergency preparedness and resiliency for a growing community, with a focus on developing, hiring, and maintaining a local workforce
- ❖ Continue community policing efforts to build trust and foster collaboration between law enforcement
- ❖ Expand code enforcement capacity to address citywide issues of blight, nuisance, parking, health and safety, and unpermitted vending
- ❖ Increase collaboration with partner agencies and non-profit partners to address public safety, community preparedness and public health issues

GOAL 6

YOUTH and SENIORS

- ❖ Improve, expand and develop youth and senior facilities and programs
- ❖ Consider joint use agreements with school districts for community use of recreational space
- ❖ Increase community events throughout the City for youth and seniors
- ❖ Partner with regional stakeholders to improve access to the arts

GOAL 7

ENVIRONMENTAL SUSTAINABILITY & CLIMATE RESILIENCY

- ❖ Protect our community from increasing flood risk by modernizing critical stormwater infrastructure
- ❖ Integrate green infrastructure and increase the urban canopy
- ❖ Enhance local water supply reliability and drought resilience by implementing water capture, recharge, recycling and reuse projects
- ❖ Improve local water quality by reducing stormwater pollution and trash in creeks and advancing multi-benefit projects
- ❖ Advance the city's transition toward a low-carbon energy future by promoting energy efficiency, renewable energy generation and clean mobility and transportation options
- ❖ Promote community resource stewardship by reducing landfill waste through increased diversion of compostable and recyclable waste



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